

# THE AI SUMMIT LONDON 2024

June 12-13, 2024  
ITALIAN PAVILION  
Tobacco Dock

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Ministry of Foreign Affairs  
and International Cooperation



ITALIAN TRADE AGENCY



**InnovUp**  
ITALIAN INNOVATION & STARTUP ECOSYSTEM



Layout & graphics

[grafica@ice.it](mailto:grafica@ice.it) | Vincenzo Lioi & Irene Caterina Luca | Alessia Greco | Jessica Andreoli

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.

## TRADE AND INVESTMENT

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☎ 0044 (0)20 7292 3910

✉ [londra@ice.it](mailto:londra@ice.it)

🏠 <https://www.ice.it>

🏠 <https://madeinitaly.gov.it>

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InnovUp is the no profit and super partes association which connects, promotes, and represents the Italian ecosystem of innovative entrepreneurship: Startup seed, Scale-up, innovation centres, incubators, accelerators, startup studio, venture builders, crowdfunding platforms, scientific and technology parks, professional firms, consulting firms, and corporates.

InnovUp works to unite and foster the Italian innovative entrepreneurship system focusing on 3 main areas of activity: Advocacy (working groups, position papers, parliamentary hearings and ministerial discussions aimed at promoting favorable norms to develop innovative companies), Networking (working tables, association chats, events, roadshows aimed at connecting different players in the sector), and Knowledge (Founders Academy, observatories, reports, webinars, surveys and newsletters aimed at increasing knowledge of the ecosystem at national and international level). InnovUp is a member of IASP (International Association of Science Parks and Areas of Innovation), ESN (European Startup Network), EBN (European Business and Innovation Centre Network), EBAN (European Business Angels Network), AFS (Allied for Startups).

✉ [info@innovup.net](mailto:info@innovup.net)

🏠 <https://innovup.net/>

🌐 [www.linkedin.com/company/innovupnet/](http://www.linkedin.com/company/innovupnet/)



# INDEX

AIKO	8
ARTCENTRICA	9
ATHICS	10
AUDIOBOOST	11
AWORLD	12
AXYON AI	13
CRONO	14
CYBER EVOLUTION	15
DATAFALLS	16
DEDALO AI	17
DISPLAID	18
DUCKMA	19
HIOP	20
HODLIE	21

ICARUS	22
LASCÒ	23
MANENT.AI	24
MATHCLICK	25
MY-MONEY	26
MYNDOOR	27
QUESTIT	28
RETAIL HUB	29
SOCIAL THINGUM	30
SOFTCARE STUDIOS	31
TERRAVIONICS	32
THE EDGE COMPANY	33
TRAVEL VERSE	34
VOICEMED	35
WHOOSNAP	36
WHOTEACH	37



**CONTACT: Mattia Varile - Chief Innovation Officer - [mattia.varile@aikospace.com](mailto:mattia.varile@aikospace.com)**

**🏠 <https://aikospace.com/>**

**✉️ <https://twitter.com/aikospace>**

**📷 [www.instagram.com/aikospace\\_it](https://www.instagram.com/aikospace_it)**

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## **COMPANY PROFILE:**

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A leading technology company, AIKO was the first European company to demonstrate Deep Learning algorithms in orbit. Founded in 2017, with offices Italy and France, AIKO specializes in Artificial Intelligence and Automation technologies for space applications, for both ground and in-orbit operations, focusing on autonomous decision-making, payload management, failure detection, and mission planning.



# ARTCENTRICA

CONTACT: Marco Cappellini - CEO and co-founder - [m.cappellini@artcentrica.com](mailto:m.cappellini@artcentrica.com)

🏠 [www.artcentrica.com](http://www.artcentrica.com)

🌐 [www.linkedin.com/in/marco-cappellini-42b250](https://www.linkedin.com/in/marco-cappellini-42b250)

✉️ [https://twitter.com/m\\_cappellini](https://twitter.com/m_cappellini)

📷 [www.instagram.com/artcentrica/](https://www.instagram.com/artcentrica/)

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## COMPANY PROFILE:

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ArtCentrica is a startup spin-off of Centrica, based in Florence, and developing a specialised application for the EdTech sector: ArtCentrica EDU.

The app enables teachers and students to study art in all its details, in class or remotely, with over 8,000 art pieces from 17 global museums such as the Uffizi Galleries, the MET, the Rijkmuseum, alongside 30 Florentine views. Masterpieces by Leonardo da Vinci, Botticelli, Caravaggio and hundreds of other artists, can be appreciated through GigaPixel and tailored tech for unrivalled quality of image, level of detail, and associated knowledge.

Its set of tools, [like the AI Stories](#), enables the combination of storytelling and emotionality for

teachers and students through highly-detailed interactive images such as "[The birth of Venus](#)". By integrating technical-scientific knowledge with humanistic studies, ArtCentrica fills the gap between EdTech and Art, improves students' soft skills and increases their interest in the field.

ArtCentrica's team blends decades of experience in digital technologies with new insights from education and marketing, making ArtCentrica an innovative engaging platform for its users.

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# ATHICS



**CONTACT:** Eleonora Giancarli - Communication Manager - [egiancarli@athics.ai](mailto:egiancarli@athics.ai)

 [www.athics.ai](http://www.athics.ai)

 [www.linkedin.com/company/athics](https://www.linkedin.com/company/athics)

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## COMPANY PROFILE:

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Athics is a cognitive science company driven by the mission of making innovation accessible to all, in order to enhance the ability to achieve any goal.

Athics has developed 2 solutions:

Crafter.ai: a conversational AI SaaS platform that combines rules, machine learning, and generative AI to enable anyone to easily create and deploy the latest generation chatbots.

PortrAlt: a machine learning solution trained with psychology tools, that detects the main personality traits of the interlocutor during real time conversations and allows you to adapt messages and communication style, while suggesting the “next best action” to take.



# AUDIOBOOST

**CONTACT: Cristina Pianura - Founder and General Manager - [c.pianura@audioboost.it](mailto:c.pianura@audioboost.it)**

**🏠 [www.audioboost.it/en](http://www.audioboost.it/en)**

**🌐 [www.linkedin.com/company/audioboostsrl](https://www.linkedin.com/company/audioboostsrl)**

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## COMPANY PROFILE:

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Audioboost has developed since 2021 an Audio System Integrator to convert any web article in an audio one. Our patent pending solution Speakup-Article™ is a SaaS that enable Digital Publishers to manage, monetize and measure the listening of all their “in-article Podcast” Audioboost helps “www” Publishers to engage and keep Audience on the website, adding a new revenue stream. Based in Puglia, Audioboost has the IT and R&D in Bari, and the Sales&Marketing Team in Milan.



**CONTACT:** Gaia Arzilli - International Growth Director - [gaia.a@aworld.org](mailto:gaia.a@aworld.org)

 [www.aworld.org](http://www.aworld.org)

 [www.linkedin.com/company/aworldorg](https://www.linkedin.com/company/aworldorg)

 [https://twitter.com/AWorld\\_ActNow](https://twitter.com/AWorld_ActNow)

 [www.instagram.com/aworld.actnow](https://www.instagram.com/aworld.actnow)

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## COMPANY PROFILE:

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AWorld is the people engagement platform that leverages gamification and AI to educate, engage, and guide individuals and organisations through the sustainable transition, encouraging positive behaviours and the involvement of all stakeholders.

AWorld offers a dynamic and real-time solution to carbon footprint measurement, comprehensive coverage of all 17 Sustainable Development Goals (SDGs), and a personalised sustainability journey for every user, facilitated by our AI technology. This is further enriched by community-wide challenges, competitive leaderboards, and robust tracking and reporting tools.

AWorld caters to a broad audience, including

employees, consumers, students, fans, and citizens, facilitating them in achieving their ESG and NetZero objectives.

Endorsed by the United Nations and the European Commission, selected as 'Best App for Good' by Google worldwide, AWorld works with over 100+ corporate clients around the globe.

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# AXYON AI



**CONTACT:** Giacomo Barigazzi - Head of Corporate Development and Co-founder - [giacomo.barigazzi@axyon.ai](mailto:giacomo.barigazzi@axyon.ai)

🏠 <https://axyon.ai/>

🌐 [www.linkedin.com/in/giacomo-barigazzi](https://www.linkedin.com/in/giacomo-barigazzi)

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## COMPANY PROFILE:

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Axyon AI is a fintech company on a mission to bring asset managers to the future with superior and accurate AI predictive solutions. The company helps uncover alpha opportunities with AI through its optimised indices on equities and ETFs and AI-powered asset rankings. Axyon AI is proud to be one of the world's most innovative AI technology providers for financial services, being one of the few to experiment with Quantum computing applications for the investment management sector and included in the WealthTech100 list for 2024.

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# CRONO



**CONTACT:** Marco Rosmarini – COO - [marco@crono.one](mailto:marco@crono.one)

[🏠 www.crono.one](https://www.crono.one)

[🌐 www.linkedin.com/in/marco-rosmarini](https://www.linkedin.com/in/marco-rosmarini)

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## COMPANY PROFILE:

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Crono is the Sales Outbound Platform for today's sales teams to close more deals. A tool specifically designed to be easy and fast and to manage all outbound needs end-to-end: find, enrich, engage and close!

Change your sales game with Crono!

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# EVOLUTION CYBER



**CONTACT:** Camerinesi Marco – CMO - [marco.camerinesi@cyberevolution.it](mailto:marco.camerinesi@cyberevolution.it)

🏠 <https://lecs.io/>

🌐 [www.linkedin.com/company/lecs-security](https://www.linkedin.com/company/lecs-security)

📷 [www.instagram.com/cyberevolutionsrl](https://www.instagram.com/cyberevolutionsrl)

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## COMPANY PROFILE:

Cyber Evolution is an innovative startup offering high-tech solutions in Cyber Security. Our unique, market validated, and easy to implement LECS solution has an international industrial patent and is ready to launch in new international markets, alongside our presence in Italy and Europe, where we have signed several distribution contracts with important strategic partners.

LECS leverages intelligent and autonomous algorithms, integrated with Machine Learning and AI. Our goal is to make complex technologies such as Cyber Security more available for all. LECS technology achieves this goal with Plug &Play:

a true low-cost unassailable black-box, with immediate and effective countermeasures in case of attack or danger. It easily integrates into any network without interference with already existing cyber security systems, managing the inside of the network, bit by bit, in an innovative and unique way.

Besides being supplied in plug & play devices, LECS technology is very transversal and meets the needs of both small and large companies. We are implementing our technology in industrial and 4.0 machines for sectors such as B2B, defence, machinery manufacturing, and more.

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# DATAFALLS



**CONTACT:** Juan Rojas - Business Developer U.K. - [info@bigprofiles.com](mailto:info@bigprofiles.com)

🏠 <https://bigprofiles.com/>

🌐 [www.linkedin.com/company/bigprofiles](https://www.linkedin.com/company/bigprofiles)

🐦 <https://twitter.com/BigProfiles>

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## COMPANY PROFILE:

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BigProfiles (Datafalls S.r.l.) is the Artificial Intelligence platform for CRM that predicts the propensities of every customer in your CRM, from the probability of purchase to the probability of churn. Main use cases of BigProfiles:

- Prediction of purchase probability in cross-selling campaigns: +66% Sales
- Churn Probability Prediction: -11% Churn
- Real-time prediction of web leads purchasing probability: +44% Sales
- Prediction of the probability of recovery of NPL impaired loans: +12% Payments

BigProfiles has clients in 15 countries around the world.



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# DEDALO AI



**CONTACT: Francesco Musso - Co-Founder - [francesco@dedalo.ai](mailto:francesco@dedalo.ai)**

**🏠 <https://dedalo.ai>**

**🌐 [www.linkedin.com/in/francesco-musso](https://www.linkedin.com/in/francesco-musso)**

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## COMPANY PROFILE:

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We are a startup born in Turin with the mission of monitoring and reducing the environmental impact of digital activities.

**CONTACT: Lorenzo Benedetti – CEO - [lorenzo.benedetti@displaid.it](mailto:lorenzo.benedetti@displaid.it)**

** [www.displaid.it](http://www.displaid.it)**

** [www.linkedin.com/in/l-benedetti](https://www.linkedin.com/in/l-benedetti)**

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## **COMPANY PROFILE:**

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Displaid was born to revolutionise the management of bridges and viaducts through a standardised and scalable monitoring solution, enabling digital transition and predictive maintenance. Thanks to an innovative integrated system based on smart sensors and proprietary AI algorithms, Displaid provides infrastructure managers with accurate information to support real-time decision-making and maintenance. At its core are research, science, and technology: the values on which the team builds its vision of a future with safe and efficient infrastructure, thanks to the conscious use of objective and reliable data.

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# DUCKMA



**CONTACT: Antonio Amendola - Co-founder - [a.amendola@openpossibilities.app](mailto:a.amendola@openpossibilities.app)**

**🏠 <https://duckma.com/products/hands-free/>**

**🌐 [www.linkedin.com/company/openpossibilities](http://www.linkedin.com/company/openpossibilities)**

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## COMPANY PROFILE:

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DuckMa Srl 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. At the London AI summit we are thrilled to present our latest product. Handfree, an innovative app to get through gates, turnstiles and doors without using your hands. A smart access possible thanks AI.

**CONTACT: Giacomo Barone - CEO & Co-founder - [info@hiop.io](mailto:info@hiop.io)**

**🏠 <https://hiop.io/>**

**🌐 [www.linkedin.com/company/hiop](https://www.linkedin.com/company/hiop)**

**📷 [www.instagram.com/hiop.data](https://www.instagram.com/hiop.data)**

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## COMPANY PROFILE:

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Hiop's SaaS suite empowers AI and data analytics software implementation at scale, breaking barriers for efficiency, scalability, and sustainability. It benefits tech partners and end customers, offering flexibility, compatibility with legacy systems, and data policy compliance.

Hiop empowers technology partners as System Integrators, IT Consulting and Software houses to enhance project management and integration. We allow end customers to easily implement data strategies and innovative use cases with a future-oriented, highly flexible, and modular stack. Our solutions are also compatible with legacy systems and compliant with the most strict data policies.

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# HODLIE



**CONTACT:** Gianluca Sommariva - CEO & Co-Founder - [gianluca.sommariva@hodlie.net](mailto:gianluca.sommariva@hodlie.net)

🏠 <https://hodlie.ai/>

🌐 [www.linkedin.com/company/hodlie](https://www.linkedin.com/company/hodlie)

🐦 <https://twitter.com/HodlieAI>

📷 [www.instagram.com/hodlie.ai](https://www.instagram.com/hodlie.ai)

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## COMPANY PROFILE:

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Manage your crypto-assets with AI.

Hodlie is the AI-powered investment platform for retail and private investors that is fully autonomous and automated, and require no expertise for our clients to use it.

Our value is pretty simple: it's all about analyzing the best observable data worldwide, forecasting market trends with very high accuracy and provide risk management strategies in order to minimize portfolio volatility.

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# ICARUS



**CONTACT: Salvatore Franzese - COO - [salvatorefranzese@icarustechnology.it](mailto:salvatorefranzese@icarustechnology.it)**

**🏠 [www.icarustechnology.it](http://www.icarustechnology.it)**

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## COMPANY PROFILE:

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Icarus develops an artificial intelligence-based platform that assists patients in post-hospitalisation or post-diagnosis and supports the physician during follow-up management. Icarus has developed its own LLM, trained with scientific literature and the patient's medical information to provide a personalised disease management support service. Icarus will be used via voice call, chatbot, or virtual medical assistant.

AI responses are validated through a patent-pending methodology that allows medical specialists to certify individual case histories; this methodology has already been used to validate responses in celiac disease, diabetes, and ostomy management. Our early adopters are clinics and multi-specialist practices to provide more care for their patients.



**CONTACT:** Gianluca Abbruzzese - CEO & Founder - [gianluca.abbruzzese@lasco.io](mailto:gianluca.abbruzzese@lasco.io)

 [www.lasco.io](http://www.lasco.io)

 [www.linkedin.com/company/lascosrl](https://www.linkedin.com/company/lascosrl)

 [www.instagram.com/lasco insta](https://www.instagram.com/lasco insta)

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## COMPANY PROFILE:

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Lascò is a knowledge innovation studio, founded in 2013.

We guide companies, people, and organizations in paths of innovation and digital transformation. A lean, smart, human to human, agile approach to create small innovation ecosystems. We firmly believe in the power of the knowledge triangle: in every project we integrate Research, Innovation and Capacity building to design new knowledge and solutions.

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# MANENT.AI



**CONTACT:** Simone Gabbriellini – CEO - [info@manent.ai](mailto:info@manent.ai)

🏠 <https://giano.rocks>

🐦 <https://twitter.com/GianoRocks>

📘 [www.facebook.com/gianorocks](http://www.facebook.com/gianorocks)

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## COMPANY PROFILE:

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Manent.AI is a data science and software development company that created Giano, an AI-powered service to streamline investment decisions.



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# MATHCLICK



**CONTACT:** Michele Grassi – CEO - [michele@mathclick.ai](mailto:michele@mathclick.ai)

🏠 <https://mathclick.ai/>

🌐 [www.linkedin.com/company/mathclick](https://www.linkedin.com/company/mathclick)

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## COMPANY PROFILE:

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Mathclick is a deep-tech startup, developing innovative AI models and business models. It was in the first cohort of the FAROS accelerator by CdP Ventures, was in the 2022 cohort of PortXL and is part of the 2023-2024 cohort for BlueInvest.

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# MY-MONEY



**CONTACT: Greta Clementi – CMO - [mara.vendramin@my-money.it](mailto:mara.vendramin@my-money.it)**

**🏠 <https://my-money.it>**

**🌐 [www.linkedin.com/in/mara-vendramin-303b6544](https://www.linkedin.com/in/mara-vendramin-303b6544)**

**🐦 <https://twitter.com/MMBiometrics>**

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## COMPANY PROFILE:

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Introducing My-Money, our patented, innovative payment system that not only transcends the need for devices but also embodies the essence of inclusivity. By harnessing the power of AI and biometrics, we have crafted a payment solution that is unrivalled in security, simplicity, and speed.

My-Money prioritizes your security. By utilizing unique biometric data, our system eradicates the threat of fraud. But our vision extends beyond security. We've designed My-Money to be an inclusive platform, accessible to everyone, regardless of their technological prowess, financial status, country of origin, or age. In effect, we're eliminating the digital divide, making it a system that everyone, everywhere, can use with ease.

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# MYNDOOR



**CONTACT:** Francesco Finazzi – CEO - [info@myndoor.it](mailto:info@myndoor.it)

🏠 [www.myndoor.it](http://www.myndoor.it)

🌐 [www.linkedin.com/in/francesco-finazzi-90a7251ab](https://www.linkedin.com/in/francesco-finazzi-90a7251ab)

🐦 <https://twitter.com/myndoorit>

📷 [www.instagram.com/myndoor\\_](https://www.instagram.com/myndoor_)

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## COMPANY PROFILE:

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Myndoor is an artificial intelligence based solution designed to detect stress levels and provide in-depth psychological knowledge.

# QUESTIT

**CONTACT: Francesco Elmi - Marketing Director - [elmi@quest-it.com](mailto:elmi@quest-it.com)**

 [www.quest-it.com](http://www.quest-it.com)

 [www.linkedin.com/company/questit](https://www.linkedin.com/company/questit)

 [www.facebook.com/questITsiena](https://www.facebook.com/questITsiena)

 [www.instagram.com/questit](https://www.instagram.com/questit)

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## COMPANY PROFILE:

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QuestIT is an Italian company with 15 years of experience, specializing in various sectors such as PA, utilities, e-commerce, finance, and tourism. Since 2018 we developed a comprehensive, enterprisewide conversational AI platform Algho, recommended by Gartner in 2023/24, that enables the creation of multichannel, multimodal conversational AI agents with sophisticated NLU capabilities and advanced context awareness to automatize process and elevate customer experience of users. The platform includes strong analytics and continuous optimization capabilities. In addition, the QuestIT portfolio offers complementary as Analytics tools and Smart Document Access.

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# RETAIL HUB



**CONTACT: Massimo Volpe - Co-Founder - [m.volpe@retailhub.it](mailto:m.volpe@retailhub.it)**

**🏠 <https://retailhub.ai/>**

**🐦 <https://twitter.com/RetailHubIta>**

**📷 [www.instagram.com/retailhub.it](https://www.instagram.com/retailhub.it)**

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## COMPANY PROFILE:

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Retail Hub is pioneering AI-driven consulting firm for the retail industry, seamlessly connecting Brands and Retailers with a meticulously curated selection of over 3500 startups via our platform, the Innovation Explorer. Our platform, Leveraging a proprietary AI model, interprets the customer queries in natural language and reasons on the practicality of startup solutions, ensuring the provision of a solution that's responsive and aligned with the client's needs.

This approach ensures the delivery of innovative solutions across sectors such as Grocery, Fashion, Beauty and Pharma.

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# SOCIAL THINGUM



**CONTACT:** Francesco Epifania – CEO - [info@socialthingum.com](mailto:info@socialthingum.com)

🏠 [www.socialthingum.it/en](http://www.socialthingum.it/en)

🌐 [www.linkedin.com/company/social-thingum](https://www.linkedin.com/company/social-thingum)

🐦 <https://twitter.com/socialthingum>

📷 [www.instagram.com/socialthingumofficial](https://www.instagram.com/socialthingumofficial)

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## COMPANY PROFILE:

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Social Thingum is an Italian SME founded on a high-profile team, that combines skills and experience from academy and industry. We develop innovative ICT solutions and algorithms to connect people and objects through Intelligent Social Networks. We offer consulting services in many fields such as Artificial Intelligence, Internet of Things (IoT), Human-Computer Interaction, Data Analytics, Machine Learning, Smart Living and Web & App Development.

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# SOFTCARE STUDIOS



**CONTACT:** Valentino Megale - CEO and Co-Founder - [v.megale@softcarestudios.com](mailto:v.megale@softcarestudios.com)

[🏠 www.softcarestudios.com](https://www.softcarestudios.com)

[🌐 www.linkedin.com/company/softcarestudios](https://www.linkedin.com/company/softcarestudios)

[🐦 https://twitter.com/SoftcareStudios](https://twitter.com/SoftcareStudios)

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## COMPANY PROFILE:

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Softcare Studios is a digital health company applying immersive technologies such as Virtual Reality and innovative data tracking methods to support the quality of life of patients and the training of the medical staff, thus increasing the efficiency of healthcare interventions.

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# TERRAVIONICS



**CONTACT:** Franco M. Battagello - Project leader - [terravionics@gmail.com](mailto:terravionics@gmail.com)

[www.terravionics.com](http://www.terravionics.com)

[www.linkedin.com/company/terravionics](https://www.linkedin.com/company/terravionics)

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## COMPANY PROFILE:

We're a deep tech startup focused on integrating satellite and weather data, sensors, drone imagery, etc. with AI analysis to address challenges related to productivity, profitability, and complexity in a Climate Change era. Our focus is on Agritech, particularly viticulture, but scalability-ready and internationally applicable. With our solution, TERRAGRID, we want to offer a cohesive system of detection, analysis, and proactive assistance. By considering a field as a "complex system", we utilize data fusion and AI methodologies to shape a mathematical Digital Twin model. Which enables real-time monitoring, retrospective analysis, and scenario simulations within a GIS framework. This approach aims to enhance field performance sustainably (through improved plant health) while reducing costs, complexity, workloads and environmental impact. Our goal is to improve the

breakeven and net profit margin of the farmer, and to provide a monitoring/simulation and traceability tool to the technician/consultant.



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# THE EDGE COMPANY



**CONTACT:** Lorenzo Giaccardi - Business development manager - [info@theedgecompany.net](mailto:info@theedgecompany.net) - [Lo.giaccardi@theedgecompany.net](mailto:Lo.giaccardi@theedgecompany.net)

[🏠 www.theedgecompany.net/it](https://www.theedgecompany.net/it)

[🌐 www.linkedin.com/company/the-edge-company-s-r-l](https://www.linkedin.com/company/the-edge-company-s-r-l)

[🐦 https://twitter.com/@srl\\_tec](https://twitter.com/@srl_tec)

[📷 www.instagram.com/the\\_edge\\_company](https://www.instagram.com/the_edge_company)

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## COMPANY PROFILE:

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The Edge Company harnesses advanced artificial intelligence to revolutionize flight safety and wildlife protection. As a deep tech firm, we bring together a diverse team of seasoned pilots, innovative AI specialists, and dedicated biologists, united in their commitment to progress while preserving natural habitats. Our BCMS® VENTUR system offers a state-of-the-art, emission-free solution that enhances operational safety without harming the environment, demonstrating our pledge to sustainable technological advancement.

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# TRAVEL VERSE



**CONTACT:** Ivan Allevi - Founder & CTO - [Info@travelverse.it](mailto:Info@travelverse.it)

🏠 [www.travelverse.it](http://www.travelverse.it)

🌐 <https://www.linkedin.com/company/travelverse-/>

🐦 [https://twitter.com/Travelverse\\_it](https://twitter.com/Travelverse_it)

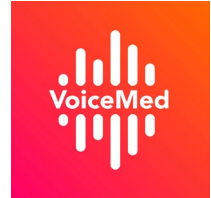
📷 [www.instagram.com/travelverse.it/](http://www.instagram.com/travelverse.it/)

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## COMPANY PROFILE:

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Travel Verse is a tech company that develops the AI & Metaverse for the tourism industry.



# VOICEMED

**CONTACT:** Fulvio Cordella - Tech co-fouder - [fulvio.cordella@voicemed.io](mailto:fulvio.cordella@voicemed.io)

 [www.voicemed.io](http://www.voicemed.io)

 [www.linkedin.com/company/voicemed](https://www.linkedin.com/company/voicemed)

 [www.instagram.com/voicemed\\_startup](https://www.instagram.com/voicemed_startup)

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## COMPANY PROFILE:

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Health checks in your pocket for Cardiorespiratory and lung health.

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# WHOOSNAP



**CONTACT: Lorenzo Ricciardi Celsi - Head of AI - [lorenzo.ricciardicelsi@insoore.com](mailto:lorenzo.ricciardicelsi@insoore.com)**

**🏠 [www.insoore.com/Home](http://www.insoore.com/Home)**

**🌐 [www.linkedin.com/company/insoore/mycompany](http://www.linkedin.com/company/insoore/mycompany)**

**🐦 [https://twitter.com/@lorenzo\\_ce91510](https://twitter.com/@lorenzo_ce91510)**

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## COMPANY PROFILE:

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Insoore is the sole player in the claim management space that combines state of the art technologies with excellent operational capabilities. This combination allows Insoore to digitalize, speed up, and make more efficient the whole claim management process.

Best in class performances are enabled by the continuous interaction between four core pillars:

- Proprietary back office: coordinating the full set of processes
- Community on the ground: managed by our in-house team and deployable everywhere needed
- Dedicated IT team: constantly updating and developing our tech stack and our AI algorithms

- Dedicated claim handlers: steered accordingly to our clients' priorities.

Insoore AI streamlines the claim management process by effectively enabling automated damage detection and quantification based on deep learning and computer vision algorithms. It reduces processing time for claims handlers and improves user experience for policyholders.

The innovative business model has already convinced the market: our customers include the top 20 insurance players in Italy, as well as top brands among brokers and fleet managers.

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# WHOTEACH



**CONTACT: Francesco Epifania - CEO - [info@aitech4t.com](mailto:info@aitech4t.com)**

 [www.whoteach.it](http://www.whoteach.it)

 [www.linkedin.com/company/whoteach-it](https://www.linkedin.com/company/whoteach-it)

 <https://twitter.com/WhoTeachST>

 [www.instagram.com/whoteachofficial](https://www.instagram.com/whoteachofficial)

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## COMPANY PROFILE:

WhoTeach is a B2B intelligent Digital Learning platform that helps training institutions and companies to create and deliver high-quality 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.



The first one is a double Recommender System powered by deep-learning and machine-learning that suggest the most suitable and valuable


resources based on the teachers' preferences according to students' specific goals.

The second one is a Generative AI system that generates full, customizable and reliable learning material. The system generates learning materials such as slides in HTML or PPT formats with conceptual maps, quizzes and final assessments.



Trade Promotion Section of the Italian Embassy  
Prince Frederick House, 4th Floor, 35-39 Maddox  
St, London W1S 2PP  
☎ 0044 20 7292 3910  
☎ 0044/20 7292 3911  
✉ [londra@ice.it](mailto:londra@ice.it)

[ita-london-italian-trade-agency](https://www.ita-london-italian-trade-agency.com)   
[@ITALondon\\_](https://twitter.com/ITALondon_) 

[@italondon\\_](https://www.instagram.com/italondon_)   
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