Ministry of Foreign Affairs and International Cooperation

1926 — 2026 ITA ITALIAN TRADE AGENCY

A CENTURY OF PROMOTING MADE IN ITALY WORLDWIDE

OpportunItaly

ITALIAN STARTUP



AT WEB SUMMIT 2026

WEB SUMMIT | 9 - 12 NOV 2026

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ITA

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ITALIAN TRADE AGENCY

TRADE AND INVESTMENT

OPEN DOORS TO A WORLD OF OPPORTUNITIES

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

With a motivated and modern organization and an extensive network of 87 offices in 74 countries, ITA provides information to foreign companies wishing to establish business relations with Italian partners. In the framework of the Italian industrial system, technologies are characterized by their innovation: ideas and experiences to be reproduced in order to create a network of subjects that can promote innovation in the territories, energy efficiency, sustainable mobility, digital agenda, social innovation, and urban governance.

The Italian Trade Agency has always been on the side of Italian companies, organizing Italian pavilions at the most important international trade fairs, business visits to Italy, workshops and seminars abroad to present Italian technologies and ideas. ITA also provides assistance, advice, promotion and training to Italian small and medium-sized enterprises. Using the most modern multi-channel promotion and communication tools, it acts to assert the excellence of Made in Italy in the world. Our Madrid office is the ideal gateway to the Spanish and Portuguese markets.

At Web Summit, Italy is represented by a delegation of 41 start-ups. The Italian pavilion is organised into three distinct areas: the main ITA space hosting 36 startups, a space in collaboration with the Marche region featuring 5 startups, and an institutional space managed by CEI Piemonte. To showcase their involvement, we have created a comprehensive activity plan, including this brochure. This brochure aims to serve as a convenient reference tool for visitors, helping them to identify the exhibiting startups and providing useful information for future reference.

On this occasion, I wish you a fruitful visit to our pavilion, confident that Web Summit will be the best opportunity to further develop and strengthen the relationship between you and the Italian startups of the technology sector.

Giovanni Bifulco
Director of ICE Madrid Office

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Aiclo is the conversation intelligence platform built for sales teams. It automatically records and analyzes every sales conversation, online and in person, turning them into actionable insights for managers and reps.

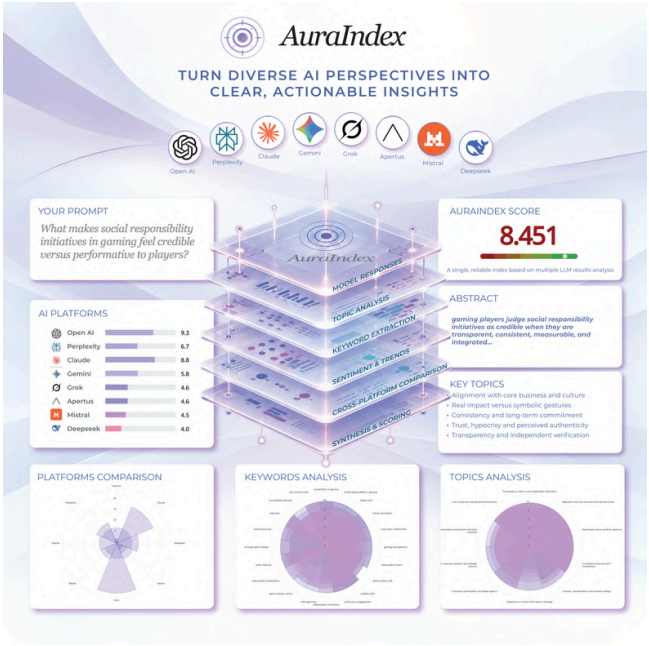


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AuraIndex

A GenAI intelligence platform to analyze how brands, organizations, markets and topics are represented across leading LLMs and generative environments. over measuring search visibility, it provides insight into how entities are understood, associated. The platform combines perception analysis, topic mapping, source analysis, sentiment, relevance, keyword relationships and GEO-related visibility signals into a structured intelligence framework that can be used for strategic decision making.



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AVACAM

Avacam is an innovative real-time landslide photo-monitoring service that uses high-efficiency plug and play devices and software based on artificial intelligence and able to resist extreme weather conditions. This service differs from competitors because it allows you to take timelapse photos, providing an effective and precise method to monitor ground movements, analyzing and forecasting geologically unstable areas.

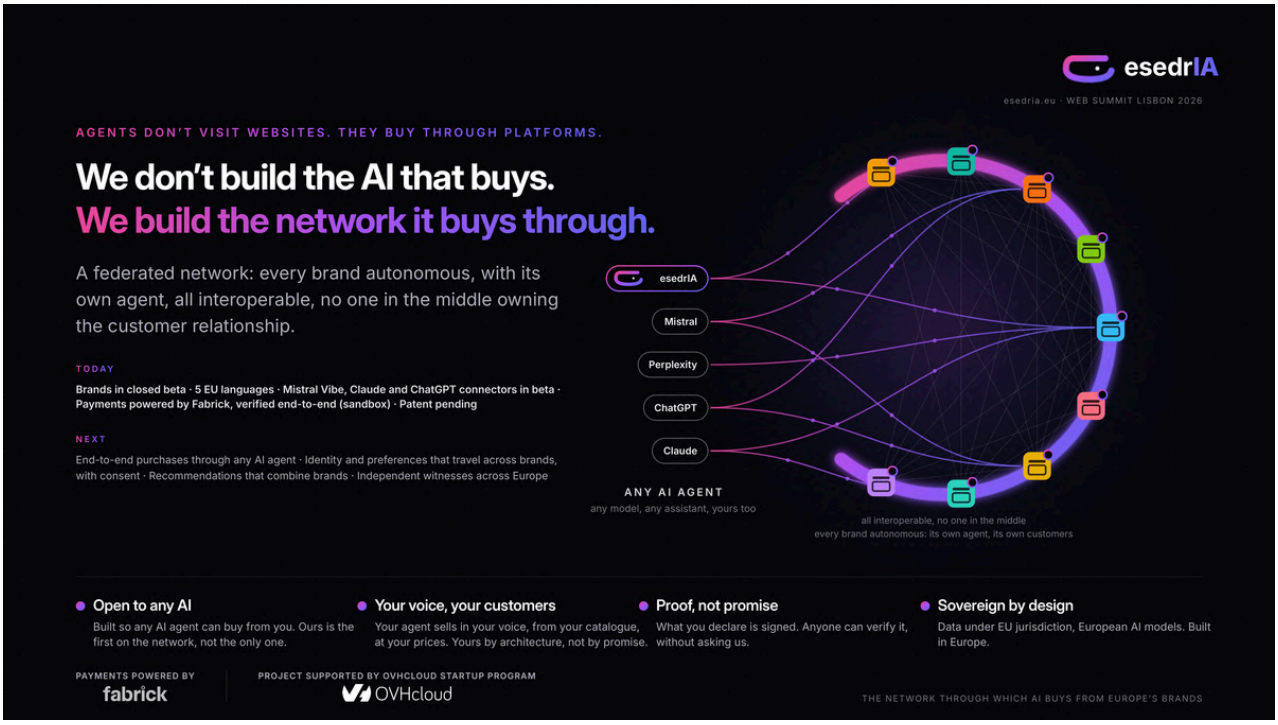


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BinaryCode

AI shopping agents don't visit websites: they buy through the platforms they live in. The sale, and the customer, go to those platforms, not to the brand that made the product. On esedrIA your brand runs its own agent: your catalogue, your prices, your customers in a federated network so the relationship stays yours. Built in Europe, designed for any buyer agent: ours is just the first.



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Carchain provides an AI-powered platform for fleet and logistics management. It combines plug-and-play telematics, real-time vehicle data, predictive insights and automation to help companies and public-sector organizations manage vehicles, drivers and operations more efficiently. The platform supports cost reduction, proactive maintenance, operational control, CO_2 monitoring and smarter delivery processes.

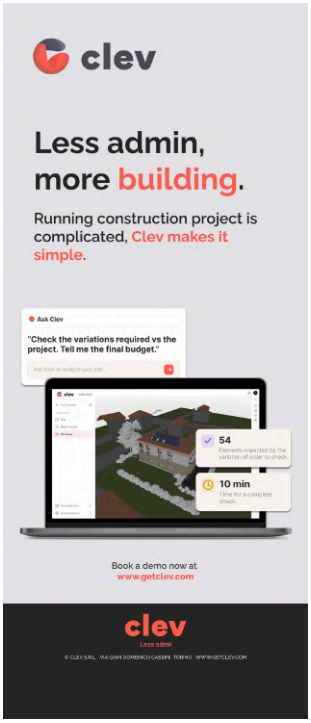


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Clev — The Pre-Construction OS

Clev is the operating system for pre-construction, transforming how Architect, Engineers and Constructors manage technical data and decisions before hitting the job site. By unifying automated rule checks, instant error fixes, and AI-driven compliance, Clev streamlines quality control and reduces review times by up to 80%—aiming to prevent 100x more expensive mistakes on the building site.

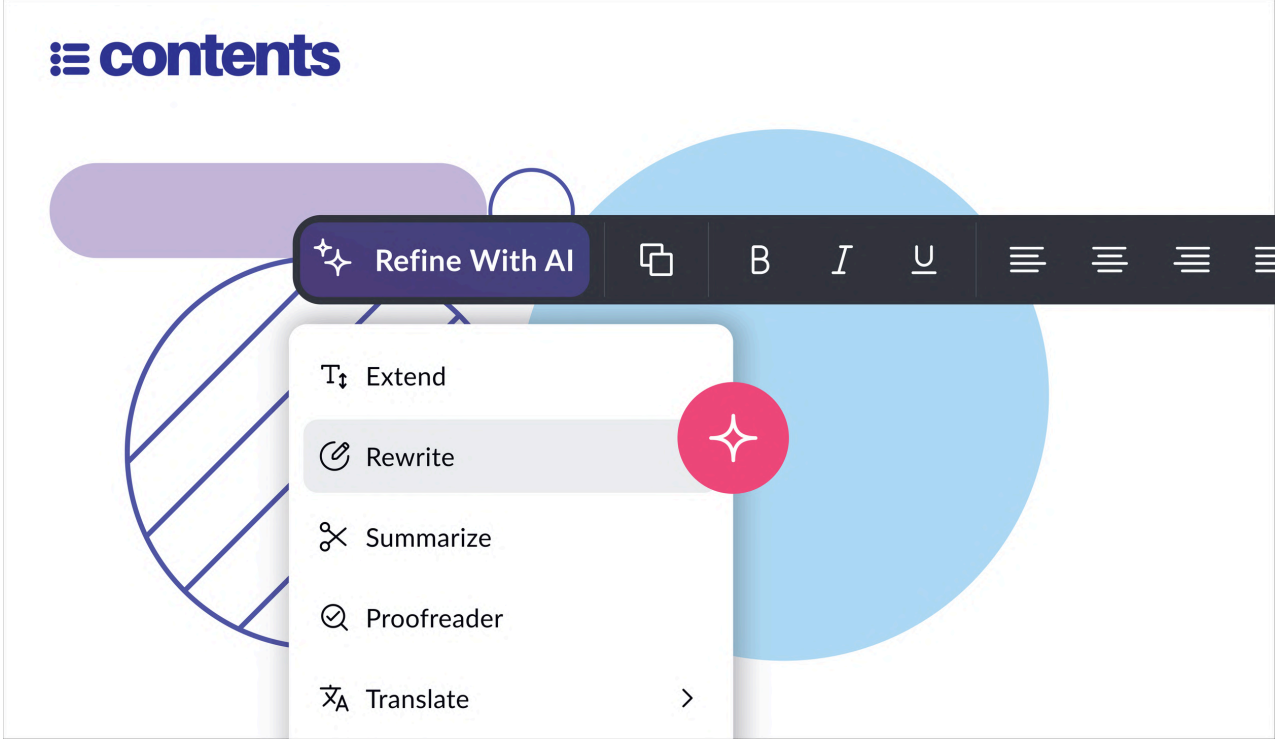


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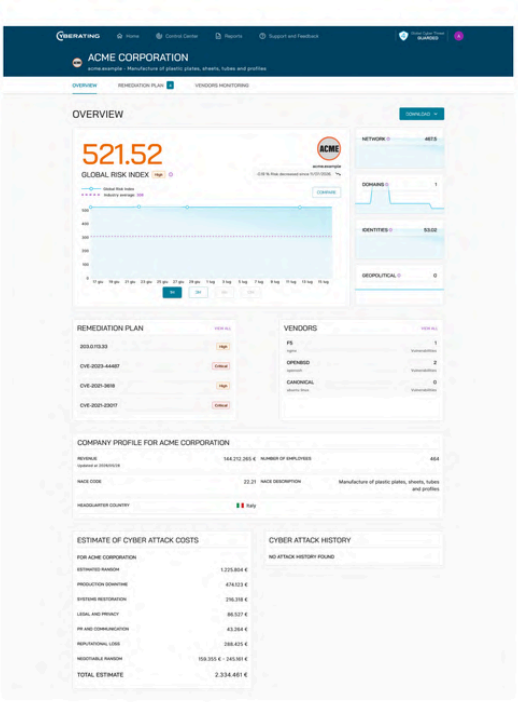
Contents is an AI-powered content orchestration platform for enterprises. It centralizes content workflows, automates creation and localization, and helps teams ensure governance, compliance, brand consistency and quality across markets, channels and languages.



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Cyberating provides a Cyber Risk Intelligence platform that analyzes publicly available data through proprietary models to assess an organization's cyber risk exposure. It quantifies the potential financial impact of cyber incidents, assigns a dynamic Cyber Rating, and continuously monitors the security posture of organizations and their supply chains, supporting informed, risk-based decisions.

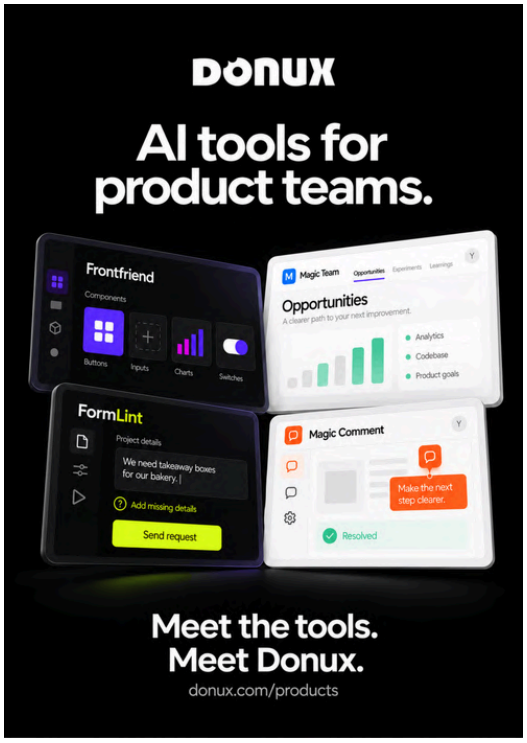


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DONUX

AI software development is fast, but it can fragment products and create more work for teams. Donux is an AI-native B2B Product Studio built around two pillars: product coherence and the self-improving product loop. We connect design systems, code, analytics and experiments to help B2B product teams build faster and turn product signals into verified improvements, while retaining human control. If AI is increasing output but not product quality or growth, let's talk.



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EGAMEX

eGameX is an Italian esports startup creating innovative gaming experiences for players, brands and communities. We design and manage competitive tournaments, live gaming events and fan engagement activities, combining digital tools, operational expertise and community building. Our goal is to make esports more accessible, engaging and valuable for both gamers and partners.

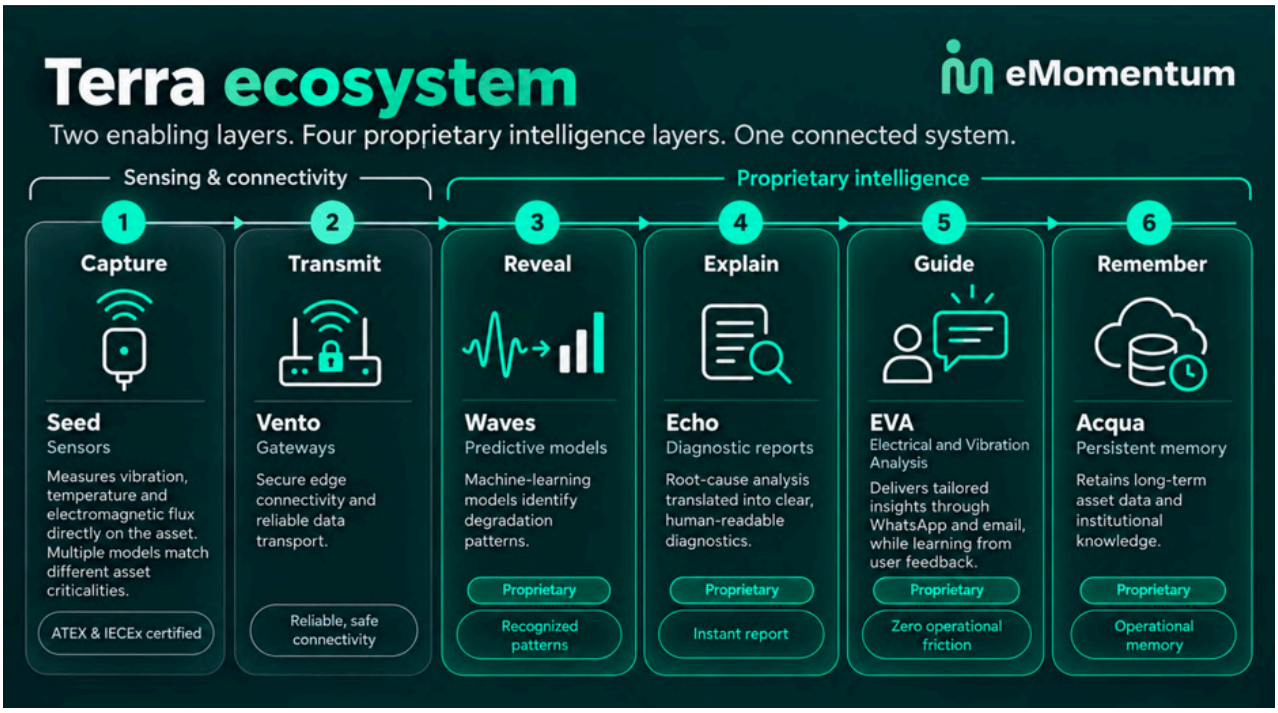


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eMomentum

eMomentum Terra is the first platform-free predictive and prescriptive maintenance solution embedded in customers' existing workflows. It combines non-invasive IoT sensors, proprietary AI and expert validation to detect degradation, quantify its reliability, energy-cost and emissions impact, and send prioritized maintenance actions via WhatsApp, email or CMMS, reducing downtime, energy waste, maintenance costs and CO_2 emissions.



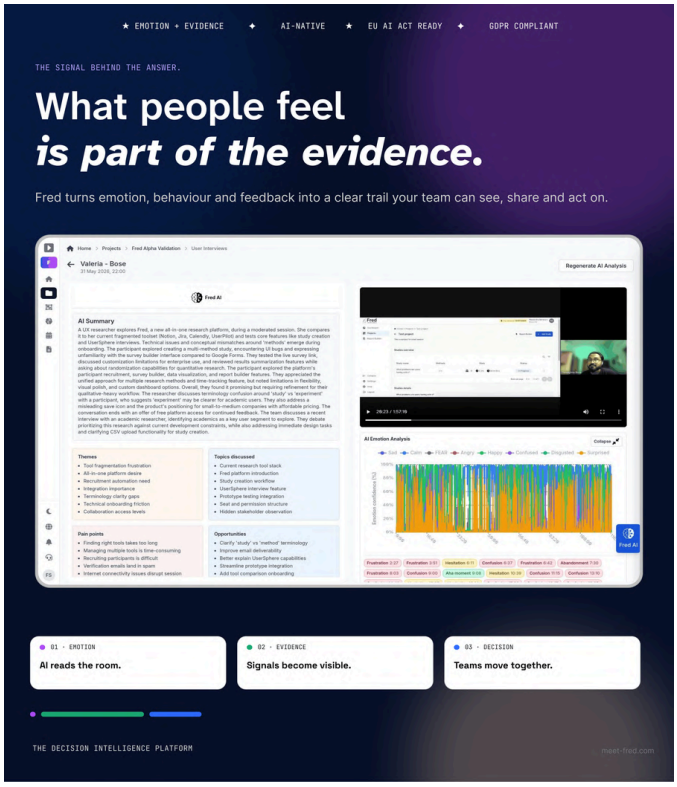
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Fred

The User Research Shepherd

Fred is an AI-native user research and product validation platform that helps teams gather reliable evidence before making product decisions. It combines research workflows, tester recruitment, a participant repository, behavioural and emotional insights, and AI-assisted analysis in one platform, helping organisations validate ideas, reduce risk, and make better product decisions.



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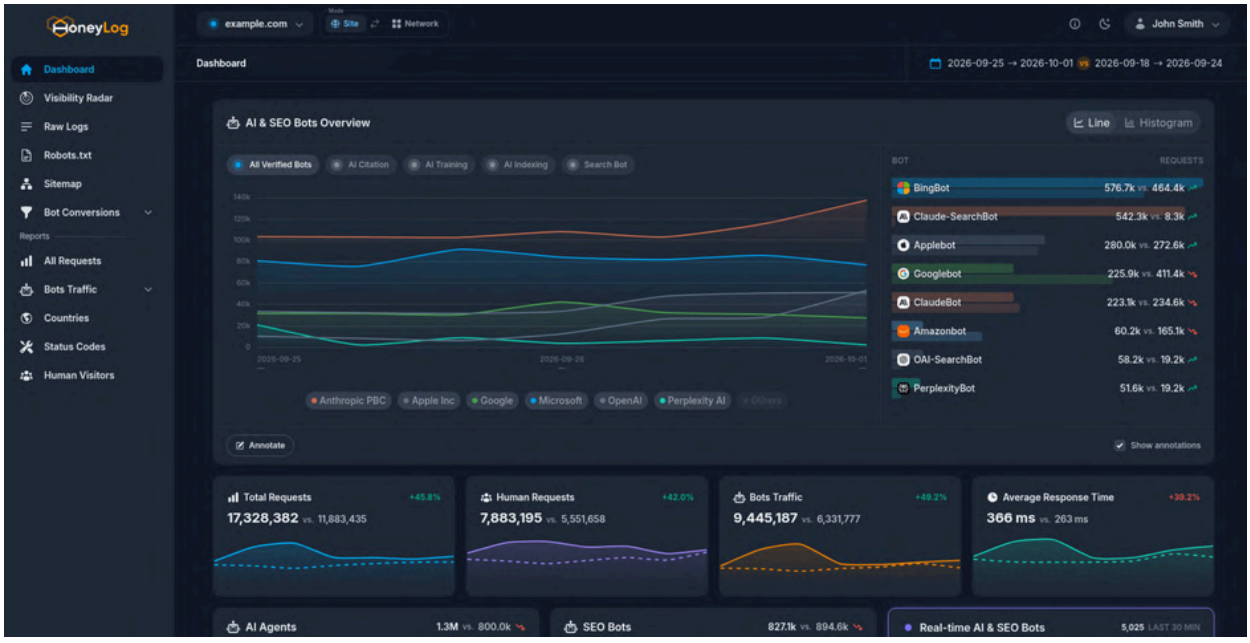
Ganiga develops Hoooly Suite, a computer-vision and edge-AI platform that helps public and private organizations measure, track, sort and reduce waste, food waste and packaging in real time. Cameras detect and recognize items, turning them into actionable data and compliance reporting, cutting costs, boosting margins, and supporting the normative targets that legacy inventory tools cannot address.



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Honeylog (honeylog.io) is a server-side web analytics platform for AI crawler and bot detection. Without JavaScript tags or code changes, it analyses existing server logs and classifies every visit: AI bots such as GPTBot, ClaudeBot and PerplexityBot, search crawlers, scrapers and humans. IP verification detects spoofed user agents and robots.txt violations. GDPR-compliant, it runs on Nginx, Apache, WordPress and all CDNs and exports data for AI visibility and content licensing.



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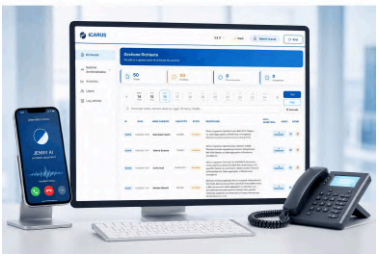
ICARUS

AI SOLUTIONS FOR HEALTHCARE

Icarus develops AI solutions for healthcare providers. Jenny, our multilingual AI virtual assistant, answers patient calls 24/7, manages appointments, prescription requests, rescheduling and general enquiries, and organises every interaction in a single portal. It reduces administrative workload and missed calls, improves operational efficiency and patient access, and can be deployed within days across clinics, dental practices and specialist centres.







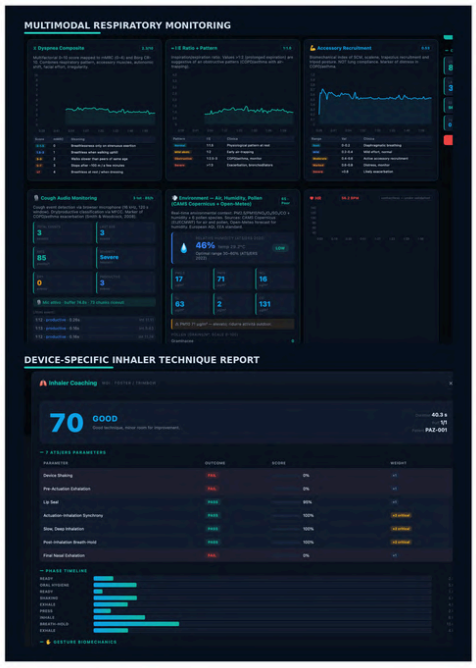
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BreathSentry

AI RESPIRATORY INTELLIGENCE

BreathSentry is an AI-powered respiratory intelligence platform for asthma and COPD. It combines inhaler technique assessment, home respiratory monitoring and digital biomarkers to improve treatment adherence and generate real-world evidence. Designed for patients, clinicians and healthcare partners, it transforms everyday respiratory care into actionable data, enabling earlier intervention and more personalized, connected care.

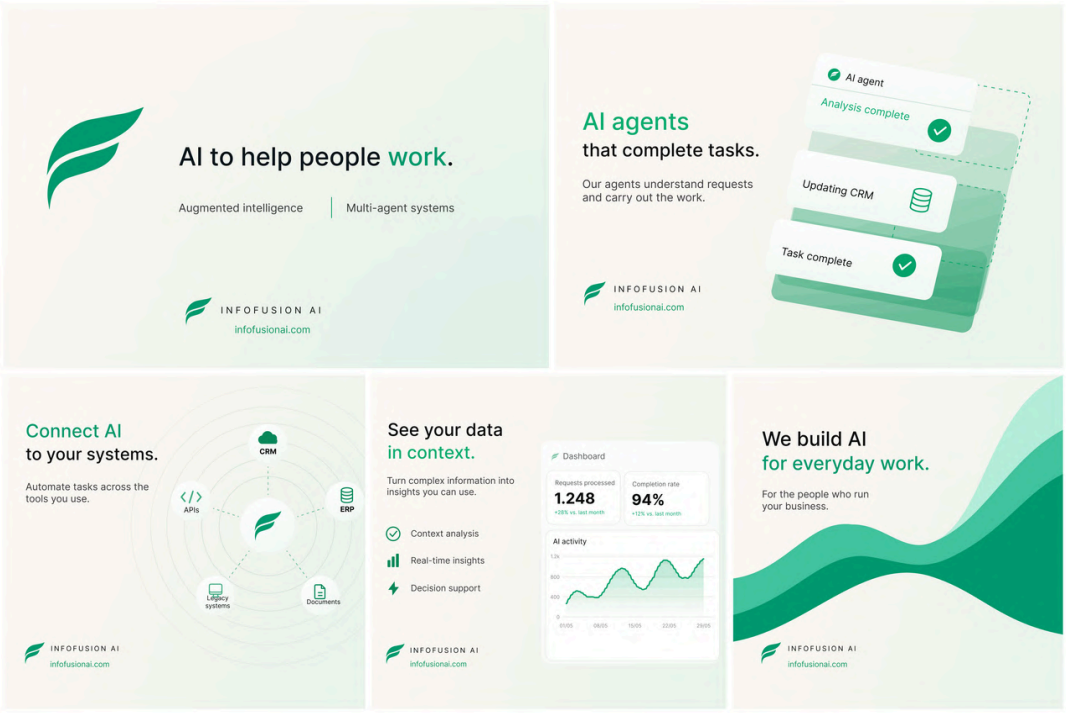


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INFOFUSION AI

Infofusion AI is an agentic platform that automates document-intensive workflows for regulated industries. Specialized AI agents extract data from documents, apply business rules, integrate with CRMs and ERPs, and execute actions with human oversight and a full audit trail. Built for banking, insurance, legal and real estate, it helps teams process cases faster while keeping compliance and human control over sensitive decisions.

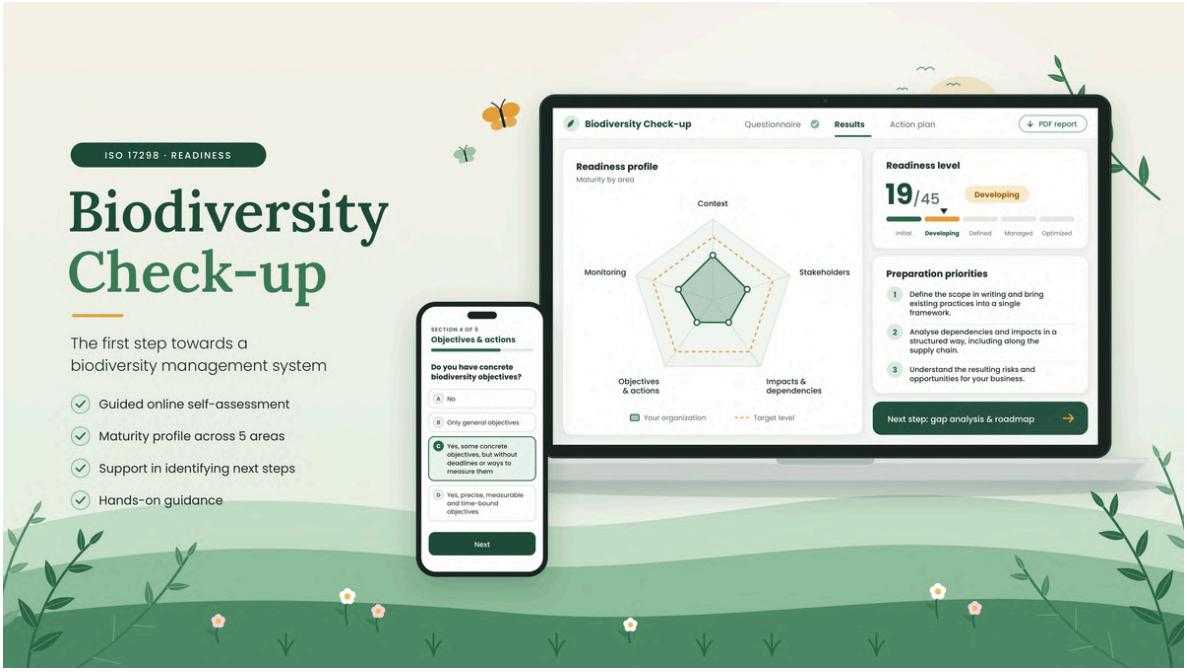


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Integrity Solutions

Companies often struggle to turn biodiversity into measurable, decision-useful information, even as nature-related risks grow in relevance. Integrity Solutions addresses this gap through a service combining ESG expertise, KPIs, satellite data and digital tools. The Biodiversity Check-up delivers an initial assessment of impacts, dependencies, risks and opportunities. Building on these results, we support companies in embedding biodiversity into business choices and decision-making.



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Involve Space is an Italian aerospace company that designs, develops, and operates intelligent pseudo-satellite platforms for Earth observation, defence, flight validation, and research. With dozens of successful missions, it is the leading Italian provider in the stratospheric mission sector and among the top operators in Europe.
The proprietary technology allows for persistent, high resolution Earth observation, eliminating satellites revisiting time, enabling constant, real-time monitoring.



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IUMI TECHNOLOGIES

Aven is a personal AI network. Talk with AI entities with a character, a memory and a point of view of their own, and build a different relationship with each of them. Bring them into conversations with other people, join groups where humans and AI entities think out loud together, and find Aven users nearby who are worth meeting. Aven is the first AI built to bring you back to people: what starts as a chat on your phone can end up as a friendship across the table.

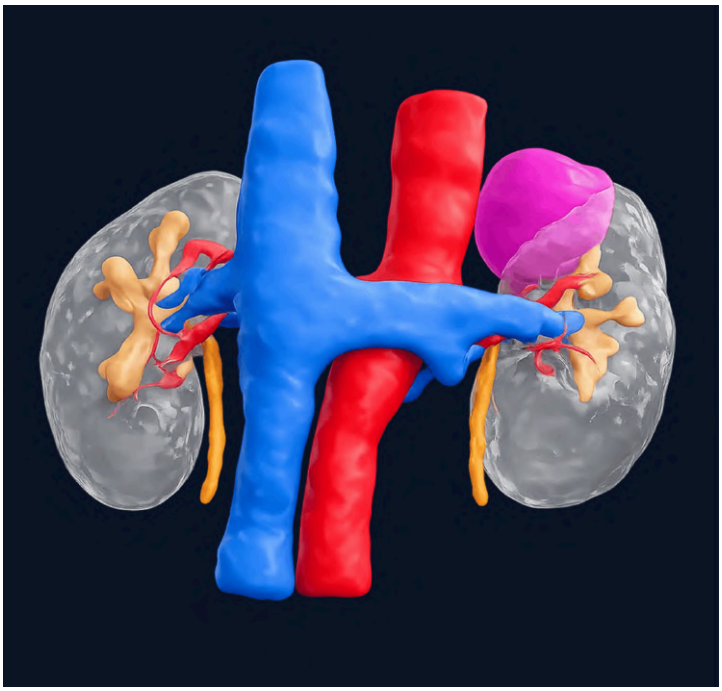


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jst/medics

JST develops an AI-powered solution that automates the elaboration of CT scans into highly accurate, interactive 3D anatomical models for surgical planning. Our novel voxel-wise segmentation technology runs in full automation and overcomes the limitations of traditional solutions, identifying pathological tissues and distinguishing adjacent structures that conventional approaches cannot resolve. Surgeons obtain a navigable and photorealistic 3D reconstruction of the patient anatomy in real time.



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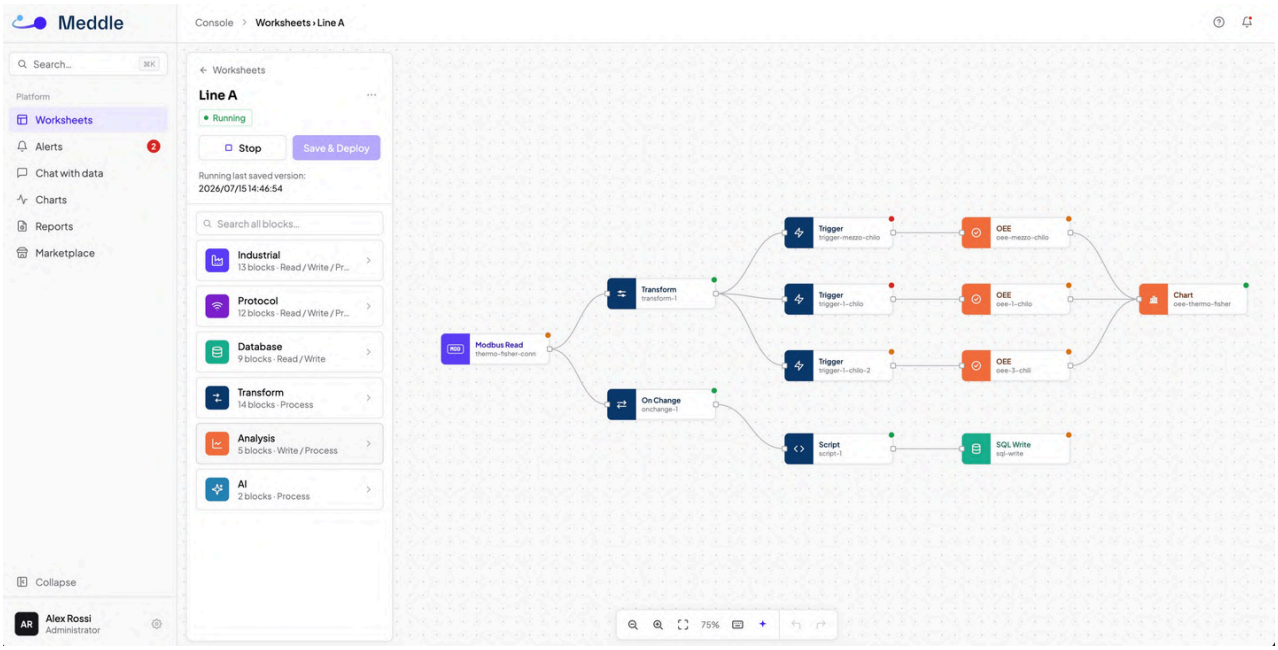
Limely is a digital platform for residential energy efficiency. Through a guided process, it analyses building characteristics and energy consumption, estimates the energy performance class, and recommends efficiency measures, expected savings and available incentives. It also integrates an energy monitoring system and connects users with qualified professionals and companies.



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Meddle is an industrial orchestration platform. It connects machines, PLCs and sensors to enterprise IT systems (ERP, MES, databases) and to external data such as energy prices, then turns those flows into working automations: monitoring, alerting, energy and lead-time optimization. Native OT protocols, no extra hardware, no changes to existing infrastructure. Drag-and-drop workflows, governed AI with humans in the loop. Runs on cloud, edge or on-premise. Data starts flowing in minutes.



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OpenMall is an innovative company specializing in the development of high-tech digital solutions. Using agents and agentic AI, 3D environments, and immersive technologies, we create tools designed to improve customer experience and management, increase sales and brand awareness, optimize business processes, and create new business opportunities. Our goal is to support companies with innovative, customizable, and scalable solutions that can be easily integrated into existing systems.



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PlantZCare has developed a plant-wearable IoT system that assesses internal plant health through bio-impedance measurement. Soil moisture, temperature and leaf evapotranspiration are gathered as well. The system predicts stress days before visible symptoms appear, on both woody and soft-stem crops. Data reaches a cloud dashboard via LoRaWAN. One unit monitors four plants in parallel and the battery runs for 4+ years. Farmers can better tailor agronomic activities, saving both time and money.



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Point-out

Point-out is an agentic platform for Generative Engine Optimization that helps brands win visibility in AI assistants' answers. It measures performance against competitors, spots opportunities, activates targeted earned media and generates AI-optimized content for owned media. Its proprietary source knowledge is the moat, turning AI visibility into a strategic growth channel.

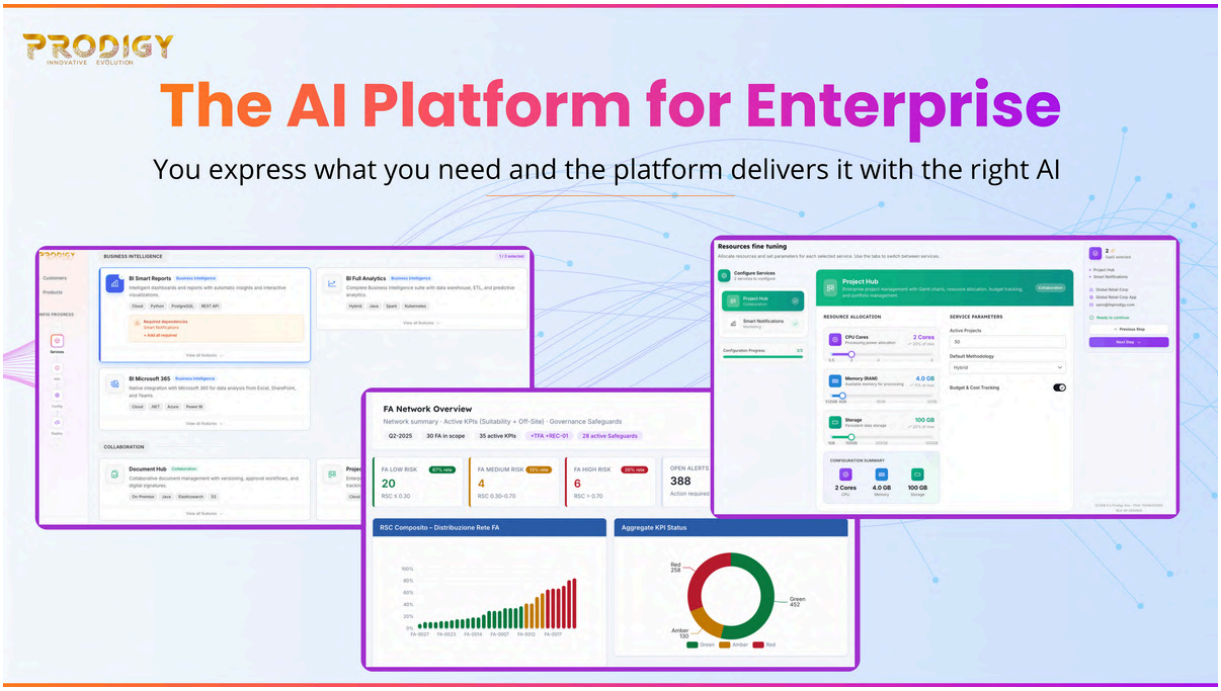


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PRODIGY
INNOVATIVE EVOLUTION

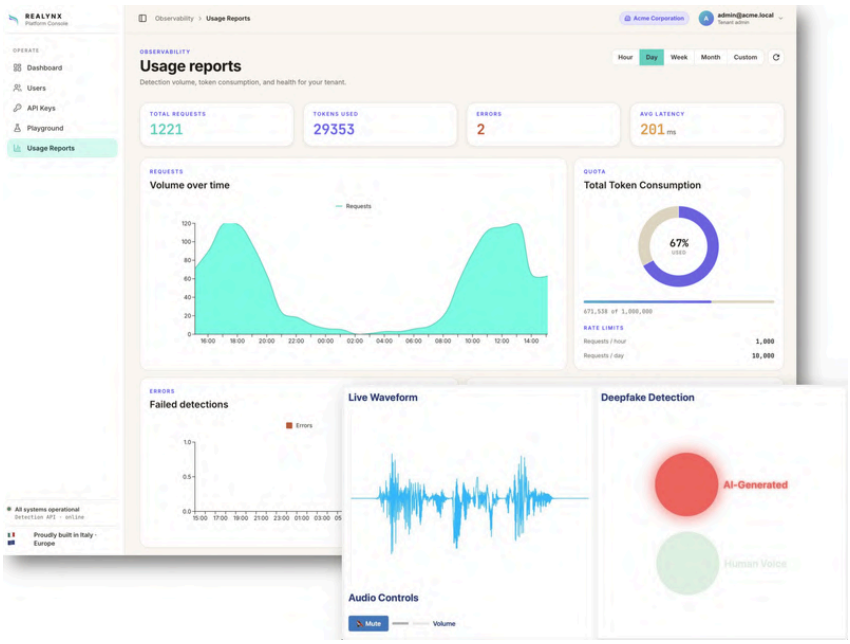
The Enterprise AI Platform seamlessly integrates customized AI solutions into corporate workflows within 90 days. Engineered for enterprise scale, the platform features a modular architecture that accelerates adoption without disrupting legacy systems. Designed with a privacy-first approach, it guarantees full GDPR compliance through robust data encryption, strict access controls, and localized data processing, allowing companies to innovate rapidly while mitigating regulatory risks.



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Realynx is an Italian technology company specializing in the development of AI solutions for deepfake and synthetic media detection. Realynx's Voice Shield solution focuses on the real-time detection of deepfake voices in communications, with applications in cybersecurity, vishing prevention, and fraud detection. By combining academic expertise, applied research, and industrial development, Realynx aims to provide advanced tools for authentication and security in the era of generative AI.

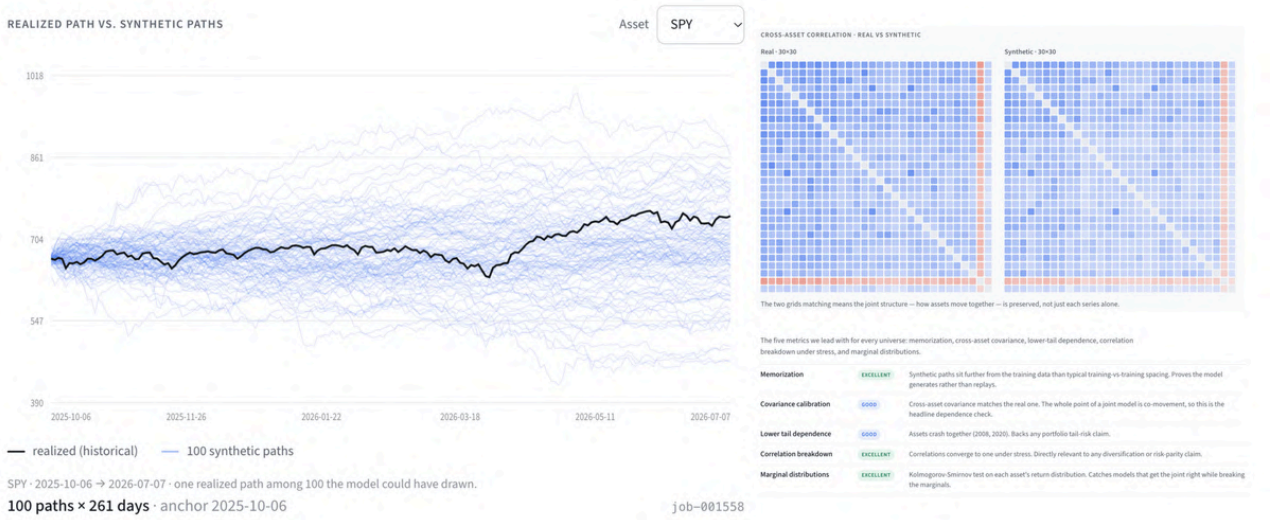


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SABLIER

Sablier is a generative AI engine for financial markets. It creates synthetic market data that behaves like real markets, so professional investors can stress-test strategies across thousands of plausible histories instead of the one that happened, and companies can train trading agents in a realistic simulator before going live. Patent-pending, and #1 for synthetic-data quality on FinBench, our open-source benchmark. Used by 40+ professional investors.



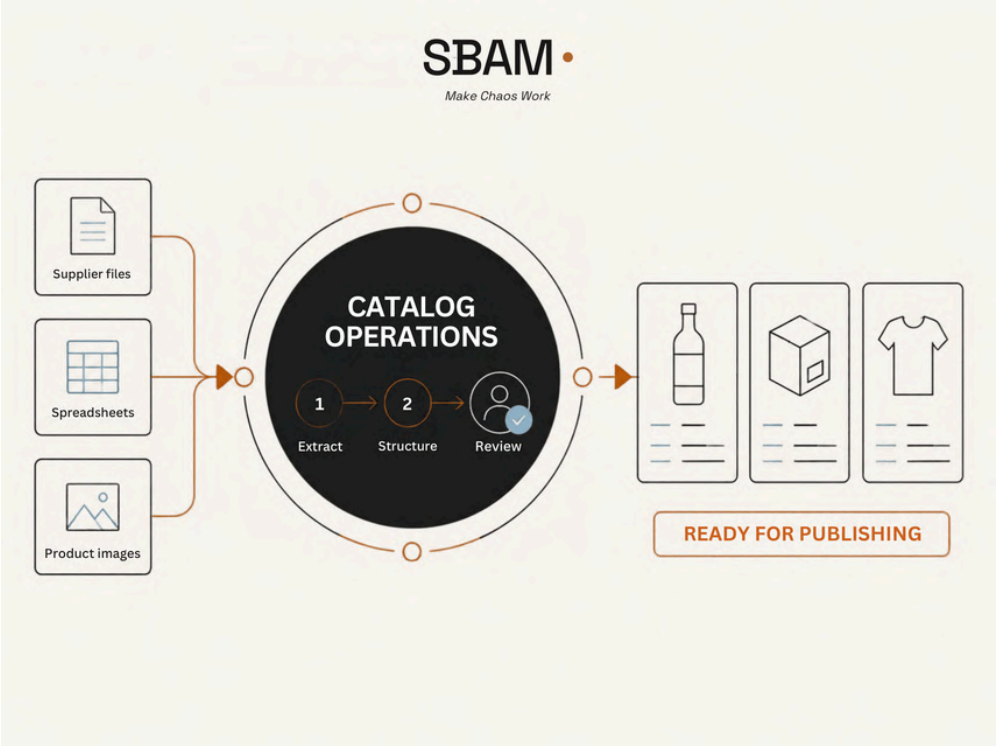
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SBAM

Make Chaos Work

SBAM.AI is an AI operating brain for e-commerce companies. It connects tools, data and channels such as Shopify, ERP, marketplaces, WhatsApp, email, Meta and Google. Starting with catalog operations, it automates repetitive workflows, analyzes business signals and coordinates actions across the commerce stack, reducing manual work, errors and operational complexity.



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Intelsirius develops governed private AI solutions for organizations that require secure, controlled and auditable use of artificial intelligence. Sirius Intelligence AI applies policies before execution, enables human approval, protects sensitive data and company know-how, and creates verifiable evidence. Sirius Detector delivers workflows and vertical applications, enabling customers to start from a concrete use case and expand toward governed enterprise AI across teams and processes.



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BM Diagnostics is an Italian MedTech company developing a distributed diagnostics and prevention platform that brings rapid testing, AI and health monitoring closer to people. Our ecosystem combines HeartBeat Test™, a decentralized cardiovascular biomarker test, TestWise™, an AI-powered data platform, and SUBVENIO™, a proximity healthcare model for pharmacies, healthcare providers, companies and communities.



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TECHSTAR

Techstar develops XR and AI solutions to train people, simulate real environments and support them in the field. Techstar Core is the proprietary platform behind Training AR/VR, Digital Twin and Field Intelligence, combining extended reality, AI and data into one technology ecosystem.
We work across industry, healthcare and education, helping organisations make training more immersive and measurable, understand complex environments through digital twins, and support people with AI directly where they work.







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TikAdRoll®

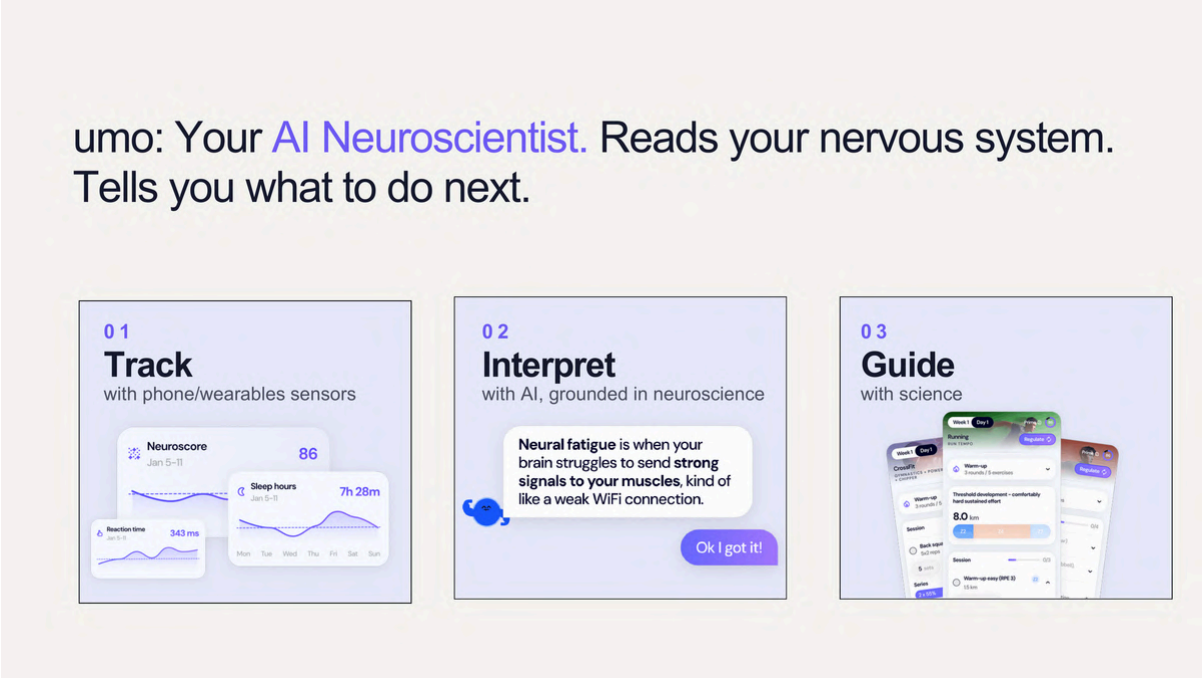
TikAdRoll is a white-label gamification platform that helps brands turn existing digital touchpoints into interactive experiences. We design and integrate branded mini-games directly into apps and websites, increasing engagement, repeat usage and loyalty while generating first-party behavioral insights that support more effective marketing strategies.



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umo is an applied neuroscience and AI lab building technology for human performance.
We read your wearable and health data alongside our own neuroscience test to measure daily readiness, then use AI to personalize your training and recovery around your physiology.
Available as a mobile app and MCP server, umo is building the world's best AI sport scientist.



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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 AI systems that support trainers and experts in creating and managing training paths.



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The Marche Region has launched a new plan to develop the local economy, focused on activating innovative processes and technological advances, with the aim of improving the region's competitiveness both nationally and internationally, attracting funding from both national and European programs, supporting research and innovation, and creating new opportunities for the economy and job growth.

With the launch of the Smart Specialization Strategy (S3) 2021–2027, the Marche Region has launched a new development plan for the local economic fabric, based on the activation of innovative processes and technological development. The goal is to strengthen regional specializations and promote productive diversification capable of fully enhancing the great potential of the Marche ecosystem.

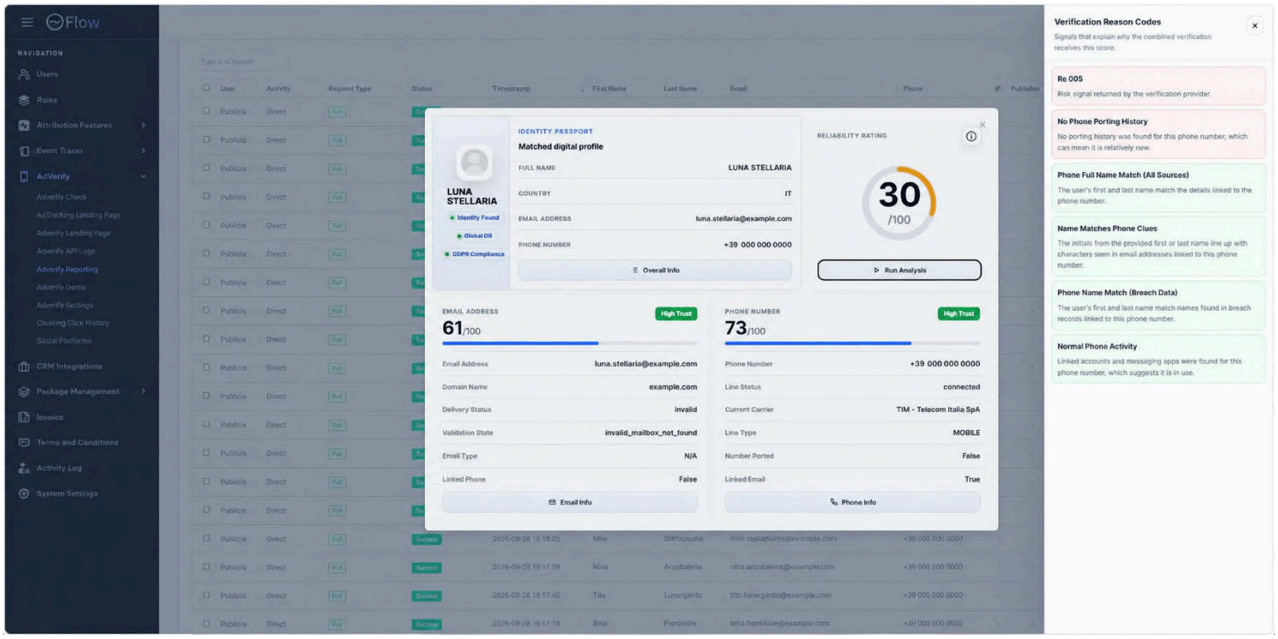
This approach aims to:

- strengthen the region's competitiveness, both nationally and internationally;
- attract resources from national and European programs to support research and innovation;
- create new opportunities for economic and employment growth.

The strategy undertaken by the Marche Region therefore does not limit itself to making existing production more innovative, but paves the way for new trajectories, new ideas, and entrepreneurial models capable of guiding a new phase of development.

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FLOW by Revelop is an anti-fraud and data quality platform for digital acquisition. It verifies real users, email and phone reliability, detects bots and synthetic leads, and assigns a 0-100 trust score before contacts enter the CRM, improving compliance, transparency and campaign ROI.



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COESIONE ITALIA 21-27 MARCHE
Cofinanziato dall'Unione europea
REGIONE MARCHE

LECS®

Powered by Cyber Evolution

Cyber Evolution Srl is an Italian innovative scale-up SME and developer of LECS, a patented european plug-and-play cybersecurity technology. LECS provides real-time detection and automated response with native SOC integration. It installs in minutes, requires no complex configuration, and significantly reduces false positives. Active in 24 countries through international distributors, LECS is available in scalable hardware and virtual versions for IT and OT environments, ensuring EU compliance.



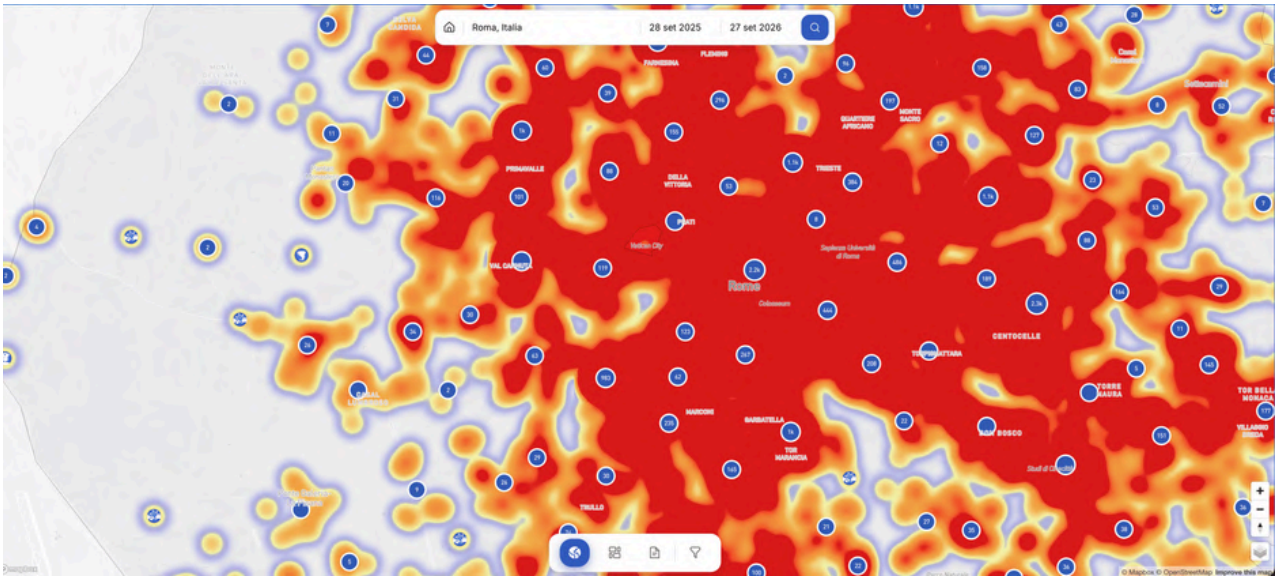
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MINECRIME
Data technology for human security

Mine Crime is a geo-data intelligence platform that transforms fragmented territorial and crime-related data into actionable risk insights. By combining a proprietary geolocated database with an automated risk-scoring engine, it helps companies and public organizations assess locations, monitor risk exposure and support safer, faster and more informed decisions.

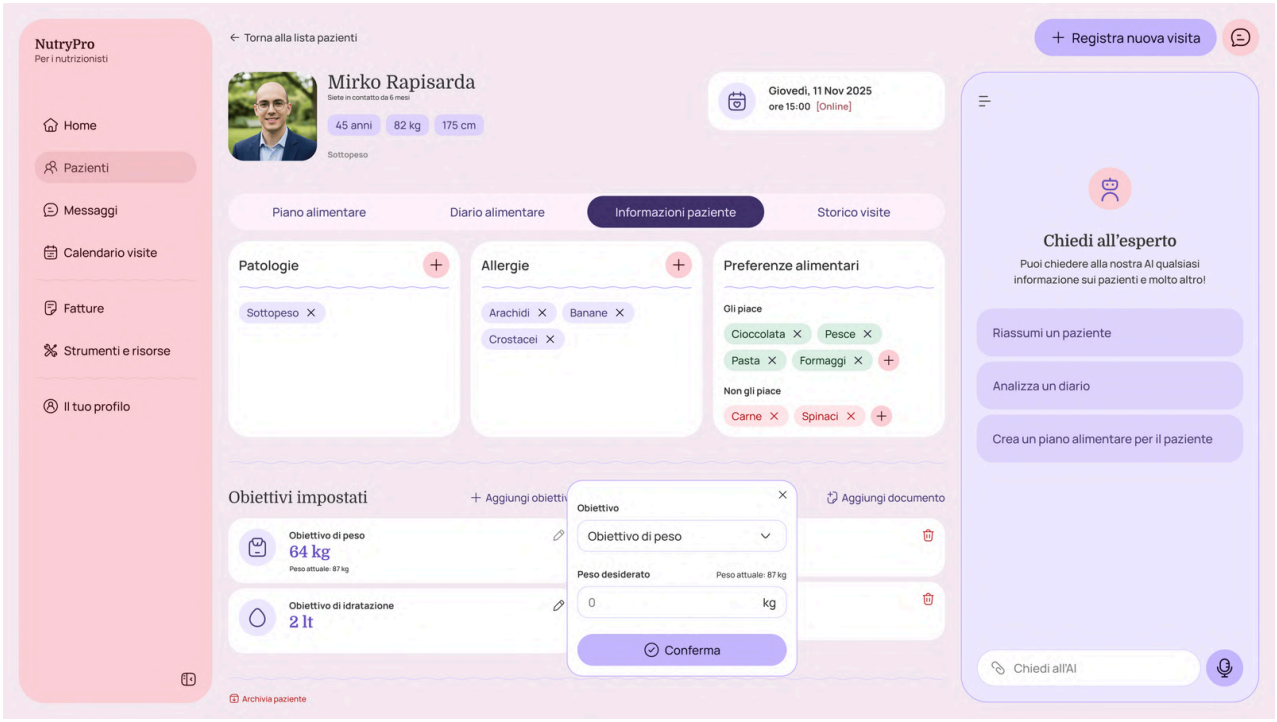


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Nutry Gooty is an AI-powered digital health platform that strengthens the relationship between users and nutritionists. It supports personalized nutrition plans, continuous monitoring and direct interaction with professionals. By combining AI, user data and expert guidance, Nutry Gooty makes nutritional support more accessible, personalized and effective.

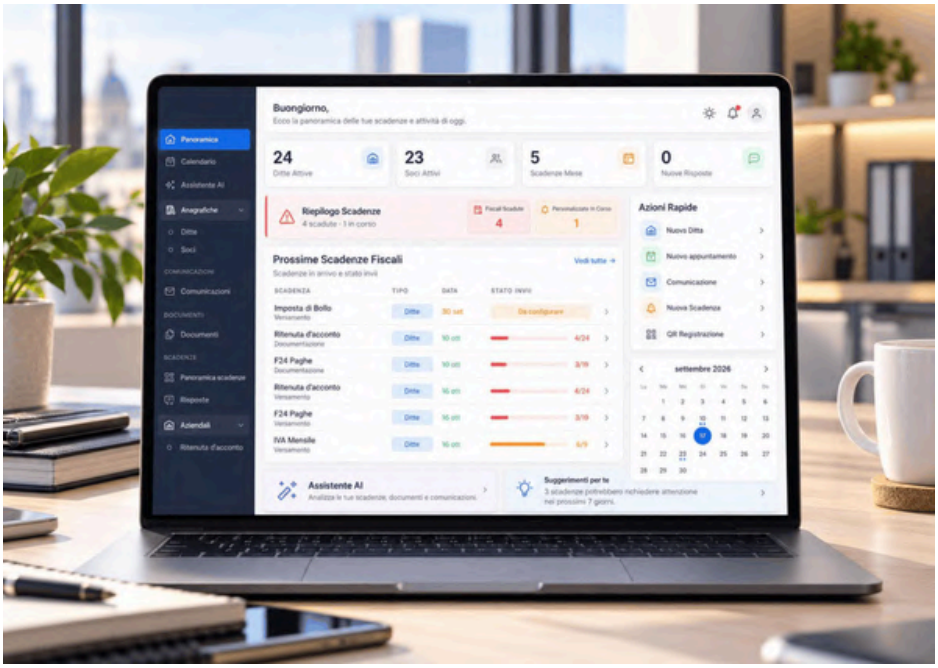


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Scadero® transforms the way professional firms manage tax deadlines, client communication and document exchange, replacing emails, phone calls and Excel spreadsheets with a single scalable platform powered by artificial intelligence and big data. It reduces errors and stress, speeds up daily workflows and frees up time for higher-value, strategic work. More than software, Scadero® represents a cultural shift, with the ambition of becoming an international benchmark, not just an Italian one.



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ITALY

PIEMONTE

THE PLACE TO INVEST

Piemonte Agency supports the internationalisation of SMEs and serves as a one-stop shop for foreign companies looking to invest in Piemonte, North-West Italy, or establish partnerships with qualified local businesses. The Agency connects international companies with a network of highly skilled enterprises across strategic industrial sectors.

Piemonte is one of Europe's most competitive industrial regions, bringing together leading companies, research centres, universities, and international players within a diversified industrial ecosystem. The region has strong manufacturing expertise in sectors such as aerospace, automotive, energy, industrial automation, agrifood, life sciences, and advanced manufacturing.

Piemonte also boasts a dynamic digital ecosystem, with more than 6,000 ICT and digital companies supported by an outstanding research and innovation network. The region is at the forefront of key enabling technologies, including Artificial Intelligence, cybersecurity, cloud computing, big data, and advanced software, making it an attractive location for innovation-driven businesses and international partnerships.

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