Ministero degli Affari Esteri
e della Cooperazione Internazionale

ITA ITALIAN TRADE AGENCY

OpportunItaly
Driving business growth with Italian excellence.

ITALIAN STARTUP

global start up program

VI Edition London 2025

ITA's program aimed at fostering the growth of innovative Italian startups

powered by LMARKS

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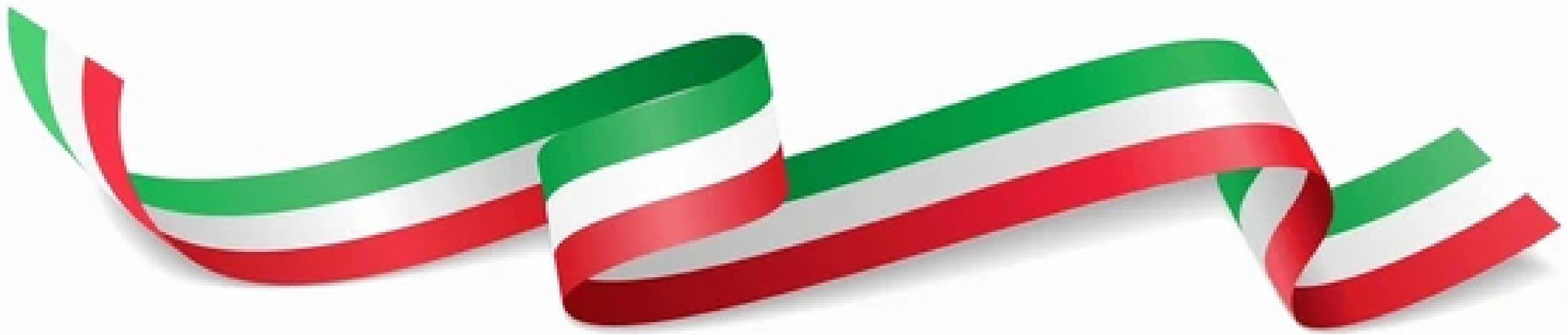
ITALIAN TRADE AGENCY

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.



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

ticketoo

Simone Serani (CEO& Co-Founder)

The smart and safe way to buy and sell events tickets fan to fan.

Sector
Entertainment

Stage
Growth

Looking for
Investors, Strategic partners, Clients

Status: Currently fundraising

Ticketoo is looking for €1,000,000 to consolidate the domestic market and to expand internationally.

We make ticketing fair. 😃
Our mission is to become the go-to platform for fans who want to buy and sell tickets the right way — safe, simple, and fan-to-fan.
Ticketoo was born in 2022, in Rome (Italy) but lives wherever there's passion — from stadiums and concerts to theaters and festivals.
We're reshaping the secondary ticketing market with a model that's ethical, transparent, and tech-powered. No price hikes. No scams. Just people helping people experience the events they love. With over 500,000 fans already on board, AI-powered ticket checks, and a high Trustpilot rating, we're proving that ticketing can be done differently — and better.
Every day, thousands of users rely on Ticketoo to access sold-out shows, cheer for their team, or discover something new — all with confidence. Hundreds of creators, fan communities, and trusted users power our marketplace, and top events from football to concerts to theater are just a tap away.

www.ticketoo.it

simone@ticketoo.it

qb hotel by Pragmatica

Alessandro Pericolo (CEO & Co-Founder)
Mike De Petris (CTO & Co-founder)

Next-generation AI platform redefining hospitality with personalized experiences and operational excellence.

Sector
Hospitality and Tourism

Stage
POC

Looking for
Investors, Clients, National Hospitality Associations

Status: Currently fundraising

QB hotel is raising €750,000 to accelerate their platform and launch (MVP).

Our Smart Hospitality platform, qb-hotel, tackles the industry's dual challenge: critical staff shortages and declining guest experience quality. By automating routine inquiries and streamlining operations, we empower teams to prioritize high-value, memorable guest interactions.
qb-hotel transforms fragmented hotel data into actionable intelligence through AI-powered analytics, delivering hyper-personalized experiences that drive guest loyalty and revenue growth. The result: hotels achieve exceptional operational efficiency and unprecedented satisfaction scores, as their teams focus on crafting meaningful moments rather than managing repetitive tasks.

https://www.qb-hotel.ai
uk@qb-hotel.ai

Isabella De Rosa (CEO& Co-Founder)

wink suite

Launch loyalty, promotion & trade campaigns with branded UX and analytics – B2C & B2B.

Sector
MarTech / Saas

Stage
Growth

Looking for
Clients

Status: Open to fundraising discussions with suitable investors

Wink is looking for €500,000 for marketing and business development.

Most companies juggle multiple tools just to win customers, keep them loyal, and motivate their sales teams. Wink Suite makes it simple. Our SaaS platform lets brands and agencies launch loyalty, promotion, and trade incentive campaigns in days, not months. With a no-code builder, branded UX, and advanced analytics, Wink Suite helps you acquire new customers, retain them through engaging experiences, and at the same time incentivize internal or trade teams to perform. From instant wins and loyalty tiers to referrals, contests, and B2B incentives, everything runs in one place with full compliance and multi-language support. Enterprises can finally cut complexity, prove ROI, and scale engagement initiatives seamlessly.

https://www.winksuite.com

isabella@winksuite.com

Cosimo Cecchini (CEO & Co-Founder)
Giuseppe De Candia (CTO & Co-founder)

Explainable Decision Intelligence for ESG-driven financial performance.

Sector
Explainable AI

Stage
Early Revenue

Looking for
Investors, Clients

Status: Currently fundraising

Osense is raising €1,500,000 (soft commitments in progress) to reach 10+ enterprise deployments and €1,000,000+ ARR through product scaling and pipeline conversion.

Osense develops an AI-powered platform that helps corporations and financial institutions integrate ESG data into financial decision-making. At its core is explainable AI, designed to make complex sustainability–finance connections transparent and actionable. Through predictive scenario modeling, leaders can simulate "what-if" strategies, assess trade-offs, and understand their impact on both financial performance and ESG outcomes. Every recommendation is scientifically grounded, ensuring decisions are not just data-driven but also robust, auditable, and aligned with the highest analytical standards. Unlike conventional ESG tools that focus on compliance, Osense transforms sustainability into a strategic, explainable decision framework—helping organizations unlock capital, manage risks, and create long-term value.

www.osense.ai
c.cecchini@osense.ai

ZEROW™

Gabriele Rorandelli (CEO & Co-Founder)

B2B marketplace helping fashion brands to manage surplus materials.

Sector
Fashion, Circular Economy, Impact, Sustainability

Stage
Scaling

Looking for
Investors

Status: Currently fundraising

Zerow is looking for €1,000,000 to foster international expansion in UK, France, Germany

After 12 month in the market, with www.zerow.it we resell +45 top brands surplus materials (including Gucci, Diesel, Chanel) to +1700 designers worldwide, generating 450k in sales (40% mom) and providing a platform to track ESG Impact and to manage also reuse, recycle, donations.

www.zerow.it

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INSPECTION DRONE

AI vision, beyond limits

Marco Rimondi (CEO & Co-Founder)
Simone Russo (CIO & Co-Founder)

Sector
Infratech

Stage
Early Revenue

Looking for
Investor, Strategic Partners, Clients

Status: Currently fundraising

Inspectiondrone is looking for € 4,000,000 which will allow them to increase capability in further developing the AI by reinforcing the AI team, further develop the platform multisource data/including satellite data], build up/strengthening the Sales/Marketing Team, Internazionalization, employees incentives & cash (€1,000,000 funds already committed by an Italian industrial partner).

We are Inspectiondrone, an innovative Italian startup operating within the Infratech industry. The current non-destructive inspection methodology used is very much obsolete, dangerous, low quality and unscheduled. Inspectiondrone aims to redefine how critical infrastructures are monitored and make data collection safer thanks to our pilot network. Thanks to our purposed trained AI algorithm, defects can be identified, classified and included in reports used by the maintenance team to understand the health status of the bridge and act upon. Easy, harmless, repeatable, quick.
Inspectiondrone's capability is to make such analysis on both concrete and iron. The AI is not there to replace the human being. It is there to support the technician in taking decision. Technician might revert the result. This correction is taken is consideration in the never-ending training programme to increase the capability and the confidence level of the algorithm. A Human Centric approach to AI.

www.inspectiondrone.it/en
marco.rimondi@inspectiondrone.it

Braino.AI

Nicola Massucci (COO & Co-Founder)

AI to secure the future of life insurance through a customer-centric approach.

Sector
AI, Insurtech, Fintech, Wealthtech

Stage
MVP

Looking for
Investors, Clients

Status: Currently fundraising

Braino.Ai is looking for £1,200,000 to run and accelerate ongoing operations with 2 prospects, and to expand resources across IT Development, Sales, Administration & Finance.

Braino.AI helps insurance companies to evolve their services and their products offering towards the next generation of customers, by enhancing relationships between insurers and customers, modernizing investment product and life insurance offerings, and increasing retention through personalized and progressive experiences. Braino.AI combines 1) Proven AI technologies used by top financial institutions (CET1 bank and bancassurance) to manage investment products (funds, portfolios, etc.) and drive product innovation, 2) Agentic and Generative AI to deliver insights and reports to investment professionals and insurance agents, and support customers, 3) Wallet payment account to streamline payments between insurers and customers. Additionally, Braino.AI provides a mobile app framework to support lead generation and help financial institutions better engage younger, digitally native clients.

https://braino.ai
n.massucci@braino.ai

KOALA

Emmanuele Maria Petruzziello (CEO& Co-Founder)
Massimo Capaldo (COO & Co-Founder)

Empowering local communities to create, manage, and share energy.

Sector
Ener-Tech

Stage
Early Revenue

Looking for
Investors

Status: Currently fundraising

KOALA is raising €450,000 to accelerate operational development by hiring strategic personnel and to prepare for the company's scale-up phase.

KOALA provides a digital platform that acts as a bridge between the old, inefficient "Energy 1.0" system and a distributed, democratic "Energy 2.0" future. Our solution is centered on creating and managing local communities through a free "Community building" module, which offers tools for participatory decisions, social interactions, and energy awareness. The platform integrates essential services to empower these communities, allowing them to finance projects through crowdfunding, facilitating direct energy trading between users, simplifying access to procedures with digitalization tools, and enabling market participation via flexibility services.

https://koalacompany.it
amministrazione@koalacompany.it

PENELOPE

Powered by BXT.AI

Think like a PRO. Invest with AI.

Mauro Carosso (CEO& Co-Founder)

Sector
Wealth Tech,
Deep Tech, AI

Stage
Early Revenue

Looking for
Investors,
Strategic partners

Status: Currently fundraising

Penelope (by BXT.AI) is looking for £1,000,000 to accelerate its UK expansion, fuel growth initiatives, and activate four new strategic partnerships.

Penelope is an AI-powered investment platform designed to help traders and investors anticipate short-term market movements with clarity and discipline. Built on proprietary predictive models optimized weekly, Penelope analyzes multi-asset data and generates objective buy/sell signals across equities, forex, crypto, and indices. Users define their own risk parameters — such as order size, leverage, trailing stop-loss, and time horizon — while Penelope provides market forecasts for the next 1, 3, and 5 days. Unlike traditional advisory services, it does not offer personalized financial advice but delivers consistent, data-driven insights that empower informed decision-making. With its intuitive interface, explainability features, and integrations with leading brokers, Penelope bridges advanced quantitative research with accessible user experience. Designed for both active traders and professionals, Penelope combines the rigor of institutional finance with the agility of modern AI, helping users "think like a pro, invest with AI."

https://www.penelope.capital/

mauro@bxt.ai

Anna Filazzola (CEO& Co-Founder)

YouAddict

Revolutionising fashion retail with AI-powered styling services.

Sector
AI-Fashiontech

Stage
MVP

Looking for
Investors, Clients

Status: Currently fundraising

YouAddict is looking for €500,000 to work on product refinements with clients, research and development and preparation work for scale up.

YouAddict is a deeptech startup reinventing the fashion market through AI. In collaboration with the University of Barcelona, a European leader in AI research applied to fashion, we transform academic innovation into real-world solutions. Our starting point: in an era of limitless and standardized online offer, brands struggle to stand out and build meaningful connections with customers. To solve this, we developed an AI-powered Personal Stylist that creates fully personalized outfits on demand. Unlike existing static solutions based on predefined rules, our technology enables users to request looks for specific styles or occasions and instantly receive tailored recommendations. The Stylist combines items customers already own with new pieces on sale, delivering an engaging, interactive, and unique experience. Offered as a B2B white-label SaaS, seamlessly integrable online or in-store, our solution boosts conversions, upselling, and loyalty, while providing brands with exclusive insights into their customers' real wardrobes, even beyond their purchases.

https://www.youaddict.it/en

anna.filazzola@youaddict.it

dishup

Antonio Ruscitti (CEO & Co-Founder)
Giovanni Di Gregorio (CTO & Co-founder)
Daniele Ratti (Advisor)

One platform for payments, orders, and your restaurant's growth.

Sector
Hospitality Technology (HoReCa SaaS)

Stage
Growth

Looking for
Investors, Strategic partners

Status: Currently fundraising

Dishup is raising €1,000,000 via SAFE to boost product (40%), sales & marketing (30%), operations (20%), and team (10%).

Dishup is an all-in-one SaaS platform that simplifies restaurant operations by integrating ordering, payments, and management tools in one place. Customers can order and pay independently through a digital menu or kiosk, while staff manage orders with Dishup Waiter and kitchen teams coordinate via Kitchen CoPilot. Managers oversee payments, invoices, and sales data through Dishup Manager, with seamless integrations for fiscal receipts and invoicing. Dishup Pay enables fast, secure transactions via QR code and payment terminals.

Designed for restaurants, pizzerias, fast casuals, and hospitality venues, Dishup helps businesses serve more customers with fewer errors, optimize table turnover, and cut operational costs. By centralizing front-of-house, kitchen, and back-office tasks, Dishup empowers restaurateurs to focus on growth and customer experience.

https://dishup.it
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Trade Promotion Section of the Italian Embassy

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Thank You