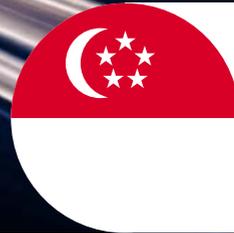




ITALIAN PARTICIPATION AT

global start up program



SINGAPORE



The logo for ITTA (Italian Trade Agency) features the letters 'ITTA' in a large, white, serif font. To the right of the letters is a circular icon containing a stylized, white, double-headed arrow pointing left and right.

ITALIAN TRADE AGENCY

A photograph of the Earth as seen from space, showing the curvature of the planet and the atmosphere. The sun is rising or setting over the horizon, creating a bright orange and yellow glow. Two blue laser beams cross the scene, one from the top left and one from the bottom right, meeting near the horizon.

LAYOUT AND GRAPHICS

IMPACT! BRAND COMMUNICATIONS PTE LTD

www.impactbc.com.sg



ITALIAN TRADE AGENCY

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.

The network. Through its headquarters in Rome, an office in Milan, and a global network of 69 offices and 18 local branches in 74 countries, linked to Italian embassies and consulates, the Italian Trade Agency provides information, assistance, promotion, training, and cooperation in the industrial, consumer goods and services sectors. The Italian Trade Agency collaborates with Italian Regions, Chambers of Commerce, Industry and Trade Associations and other public and private organisations.

Every year, ITA worldwide offices carry out hundreds of promotional projects and provide personalized services and assistance to thousands of Italian companies. The Italian Trade Agency also assists and supports foreign companies that want to establish or expand business and trade relations with Italian companies or to invest in Italy.

The main services offered to Italian companies by the Italian Trade Agency to increase the flow of exports and investments between Italy and the rest of the world are:

- Information and assistance
- Identification of commercial partners
- Visits to international trade shows and industrial districts
- Support for investments abroad

Offices in ASEAN:

▪ **Singapore, Singapore**
singapore@ice.it

▪ **Jakarta, Indonesia**
giacarta@ice.it

▪ **Ho Chi Minh, Vietnam**
hochiminh@ice.it

▪ **Kuala Lumpur, Malaysia**
kualalumpur@ice.it

▪ **Bangkok, Thailandia**
bangkok@ice.it

☎ +65 6993 3707
✉ singapore@ice.it

✉ @itasingapore
🌐 www.ice.it/en

📺 Italian Trade Agency
📺 Italian Trade Agency
- Singapore



DANTE BRANDI
AMBASSADOR OF ITALY TO SINGAPORE AND
BRUNEI DARUSSALAM

WELCOME MESSAGE

GLOBAL STARTUP PROGRAM 2025
CATALOGUE

It is a great pleasure to welcome you to the **fourth edition of the Global Startup Program in Singapore**, promoted by the **Italian Trade Agency (ITA)**, in cooperation with the **Italian Ministry of Foreign Affairs and International Cooperation (MAECI)**, and with the invaluable support of our local partner, **Plug and Play APAC**.

This initiative marks a key milestone in an ambitious internationalisation journey undertaken by **ten Italian startups** operating in the **FinTech sector**. The program includes a rich series of activities – from mentorship and fundraising workshops to investor meetings and networking events – offering participants a unique opportunity to explore Singapore’s

vibrant innovation ecosystem and strengthen their global competitiveness.

Within this broader journey, the **Demo Day** will be a showcase of the program’s spirit – innovation in motion, where ideas forged in these weeks take flight before investors and partners.

This year is especially meaningful, as 2025 marks the **60th anniversary of diplomatic relations between Italy and Singapore**. We proudly celebrate six decades of friendship and collaboration – a partnership that is increasingly oriented toward innovation, technology, and future-facing industries.

Singapore has established itself as a **global FinTech powerhouse**, thanks to its strategic location, robust infrastructure, business-friendly environment, and forward-thinking regulatory framework. Despite a global downturn in FinTech investment in 2024, **Singaporean**

startups raised over USD \$1.3 billion, showcasing the resilience and innovation that define this ecosystem.

Through this year's program, the ten selected Italian startups are receiving high-value support, including **mentorship, fundraising workshops, 1-to-1 investor meetings**, and access to Plug and Play's regional and global networks. This intensive engagement offers them a unique opportunity to explore the local market, expand their networks, and test their business models within a dynamic and fast-moving environment. Italy is deeply committed to fostering collaboration in FinTech and digital transformation. In this context, the launch of **Bridge 39/65**, a new platform created following the **Memorandum of Understanding between AssoFintech and the Singapore Fintech Association**, represents a concrete step forward in connecting the two countries' innovation ecosystems and supporting cross-border growth opportunities for startups and investors.

The Memorandum, along with Italy's continued participation in the **Singapore FinTech Festival**

and other key events, reflects our growing presence in Southeast Asia and our ambition to contribute actively to the global fintech landscape.

I would like to thank the Italian Trade Agency for their tireless efforts in supporting Italian companies abroad, and Plug and Play APAC for their partnership and vision in running this program. I also extend my thanks to all the Italian innovation stakeholders – from public institutions to private accelerators – who work every day to make Italian innovation visible and competitive on the world stage.

To the ten startups here today: you are not only entrepreneurs – you are ambassadors of Italy's innovation, creativity, and resilience. I encourage you to seize this opportunity, build connections, and take bold steps toward your global growth.

I wish you all a productive and inspiring Global Startup Program 2025, and continued strength in the enduring partnership between Italy and Singapore.





GIORGIO CALVERI
ITALIAN TRADE AGENCY COMMISSIONER
FOR SINGAPORE AND PHILIPPINES

TRADE COMMISSIONER'S MESSAGE

We're excited to share the launch of the Global Startup Program 2025, an initiative by the Italian Trade Agency (ITA) as part of the broader strategy of the Italian Ministry of Foreign Affairs and International Cooperation for the internationalization of Italian innovative companies. The program is dedicated to helping Italian startups grow beyond national borders by strengthening their technical and organizational skills and preparing them to thrive in competitive international markets.

This year marks the 6th edition of the Global Startup Program, and ITA is proud to expand its efforts to key markets including France, Germany, the United Kingdom, Singapore, the United States (New York and Los Angeles) and India. In Singapore, the program is now in

its 4th edition. The 2025 program will be held in-person for four weeks from October 21st to November 14th. It will be hosted by Plug and Play Singapore, a local accelerator known for its global innovation network and early-stage acceleration expertise.

Building on its continued success, this year's Global Startup Program in Singapore is shining a spotlight on the FinTech sector, one of the world's fastest-growing industries and a key focus area in Singapore.

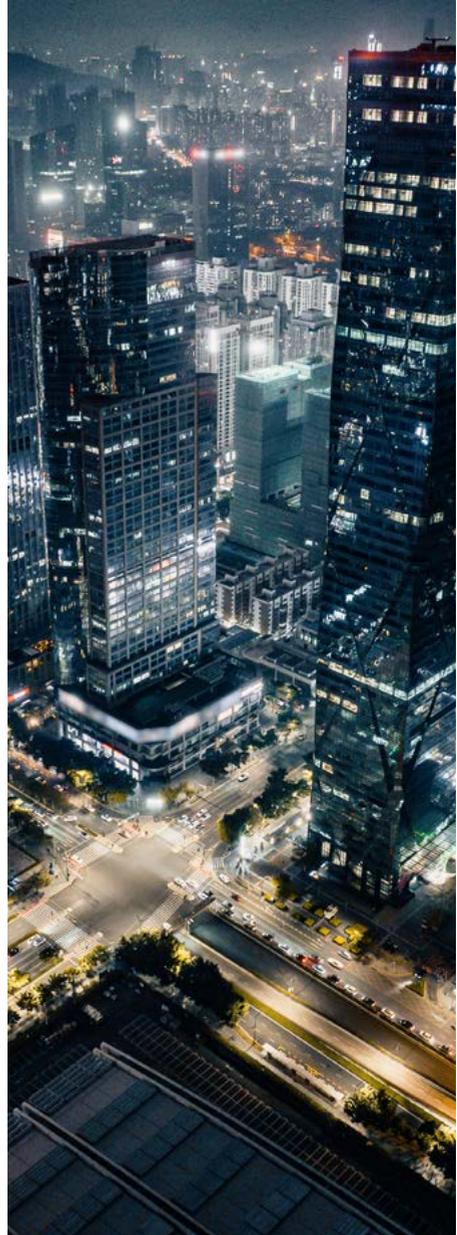
As Asia's leading FinTech hub, Singapore combines a robust financial sector with an open and collaborative innovation ecosystem. Its strong digital infrastructure, progressive regulations, and access to regional markets create exciting opportunities for Italian FinTech companies. Italy's FinTech landscape is also vibrant and fast-growing, driven by innovation in payments, blockchain, and digital

finance. Together, the two ecosystems offer strong synergy for collaboration and growth, connecting Italian innovation with Singapore's global network.

Startups in the program will benefit from hand-on coaching, masterclasses, and high-level networking opportunities, while also taking part in the Singapore Fintech Festival, one of the industry's most influential events, where Italy will be proudly presented with its own dedicated pavilion, creating a dynamic platform for our startups to connect companies and innovators in the FinTech space.

Over the past three editions, the Global Startup Program has helped startups uncover new business opportunities and build meaningful relationships with clients and investors, paving the way for their expansion in Singapore and across the region. With this proven track record of driving growth and innovation, we are confident that the nine startups joining this year's edition will follow the same path of success, positioning themselves for future opportunities on the global stage.

We warmly invite you to be part of this journey to experience the extraordinary potential of Italian innovation and to create valuable connections across some of the world's most dynamic markets.





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A green fintech startup that provides a disruptive Haas and SaaS for digital receipts collecting and analysing Offline Market Big Data through an in-house AI model.

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BEEP

An AI-powered fintech platform that transforms transactional data into hyper-personalized financial insights and automation.

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Designs and manufactures modular cocktail and beer stations made in Italy.

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Develops cutting-edge technology that enables smart ecosystems, helping companies enhance their sales processes and unlock new business opportunities.

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Powers inclusive dining with multilingual digital menus, allergen-aware Food Identity Card profiles, and smart filters for dietary needs.



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Designs tailored Web3 modules that boost trust, efficiency, and scalability for enterprises and business networks.



ITTA

ITALIAN TRADE AGENCY

ITALIAN STARTUPS





BILLD

COMPANY PROFILE

Billd is a green fintech startup that provides a disruptive SaaS for POS systems to send digital receipts collecting and analyzing Offline Market Big Data through an in-house A.I. model.

WEBSITE

<https://billd.it>

EMAIL

nicola.pirozzi@billd.it

STARTUP STAGE

Seed

NAME & SURNAME

Nicola Nazareno Pirozzi

CURRENT STATUS OF PROJECT

Revenue-generating

DESIGNATION

CEO & CO-founder

COMMERCIAL MODEL

B2B

SECTOR

Green Fintech

WHY ARE YOU INTERESTED IN THE SINGAPORE MARKET?

Expand POS provider companies' network, collect Investors' interest and "look around" in one of the most proactive and vibrant fintech hub in the world.

SOLUTION/PRODUCT

Billd is an app that can be integrated into any POS system. Once the shopkeeper activates the subscription, customers simply tap their phone or wearable to instantly receive a digital receipt, powered by our patented solution. No email, no phone number, no app to download, and no QR codes to scan.

ACHIEVEMENTS

2 POC

with large scale retailer,

700K

raised

01

commercial partnership with POS Provider and Bank in Italy,

210

shopkeepers choose Billd





BEEP

COMPANY PROFILE

Beep is an AI-powered fintech platform that transforms transactional data into hyper-personalized financial insights and automation. Built for banks and fintechs, Beep boosts engagement, retention, and revenue through plug-and-play intelligence—empowering wealth advisors, marketing teams, and executives with real-time, actionable data to drive smarter decisions and customer experiences.

WEBSITE

<https://beep.finance/>

EMAIL

mariavittoria@beep.finance

STARTUP STAGE

Pre-Seed

CURRENT STATUS OF PROJECT

Early Traction

COMMERCIAL MODEL

B2B

NAME & SURNAME

Maria Vittoria
Dalla Rosa Prati

DESIGNATION

CEO & CO-founder

SECTOR

Fintech, AI, Wealthtech

WHY ARE YOU INTERESTED IN THE SINGAPORE MARKET?

We see Singapore as the ideal hub for expanding into APAC: a dynamic fintech ecosystem, strong banking presence, and progressive regulators. Our goals are to connect with investors, acquire early clients, and build strategic partnerships to accelerate our international growth.

SOLUTION/PRODUCT

Beep is building the intelligence layer for personalized finance. Our solution detects spending patterns, life events, and unmet needs in real time—powering proactive, automated financial guidance. Banks and fintechs use Beep to deliver tailored experiences across channels, reduce churn, and trigger data-driven actions that maximize customer value.





OMEGA STATION

COMPANY PROFILE

Station Deus designs and manufactures modular cocktail and beer stations made in Italy. Portable, customizable, and built with professional-grade materials, they serve bartenders, hotels, restaurants, and catering events worldwide. Combining industrial design and functionality, Station Deus delivers durable solutions that elevate bar service anywhere.

WEBSITE

www.stationdeus.com

EMAIL

marco@stationdeus.com

STARTUP STAGE

Bootstrapped

NAME & SURNAME

Marco Griggio

CURRENT STATUS OF PROJECT

Growth Stage

DESIGNATION

CEO

COMMERCIAL MODEL

B2B

SECTOR

Professional bar and hospitality furniture

WHY ARE YOU INTERESTED IN THE SINGAPORE MARKET?

Access to the Asian market for customers and suppliers.

SOLUTION/PRODUCT

Station Deus offers modular cocktail and beer stations, combining Italian design with professional functionality. Our solutions are portable, customizable, and durable, ideal for hotels, restaurants, catering, and events. Built with stainless steel and premium materials, they ensure efficiency and style, transforming any space into a fully equipped professional bar.





DBRIDGE

COMPANY PROFILE

DBridge develops cutting-edge technology that enables smart ecosystems, helping companies enhance their sales conversion and unlock new business opportunities. By combining efficiency, personalization and innovation, our platform empowers organizations to create seamless customer journeys and maximize commercial value.

WEBSITE

<https://www.dbridge.info/home>

EMAIL

davide.benedetto@dbridge.info

STARTUP STAGE

Series A

NAME & SURNAME

Davide Benedetto

CURRENT STATUS OF PROJECT

Scaling / Expanding

DESIGNATION

Business Development Manager

COMMERCIAL MODEL

B2B

SECTOR

Technology

WHY ARE YOU INTERESTED IN THE SINGAPORE MARKET?

DBridge is interested in the Singapore market as part of its international growth strategy. We see Singapore as a technologically advanced hub, offering the ideal environment to expand our solutions and connect with potential investors.

SOLUTION/PRODUCT

DBridge delivers AI-powered technology that enhances sales performance and customer engagement. With modules such as Smart Expert guiding customers, Smart Search enabling semantic discovery and Match-Making delivering hyper-personalization, our platform drives seamless digital journeys and new revenue opportunities for companies in fast-evolving markets.





HEALTHYFOOD (MYCIA)

COMPANY PROFILE

HealthyFood (MyCIA) powers inclusive dining with multilingual digital menus, allergen-aware Food Identity Card profiles, and smart filters for dietary needs. We help restaurants boost conversion with Order & Pay, reservations, POS integrations, and analytics—delivering safer, faster choices for guests and measurable revenue, compliance, and operational efficiency for operators.

WEBSITE

<https://www.mycia.it>

EMAIL

g.rizzo@mycia.it

STARTUP STAGE

Seed

NAME & SURNAME

Gianmarco Rizzo

CURRENT STATUS OF PROJECT

Scaling / Expanding

DESIGNATION

CMO

COMMERCIAL MODEL

B2B2C

SECTOR

Digital Health & FoodTech

WHY ARE YOU INTERESTED IN THE SINGAPORE MARKET?

We're targeting Singapore as APAC's gateway to scale MyCIA: meeting strategic investors and major F&B distributors, securing POS/payment partners, and piloting allergen-aware digital menus with leading hospitality groups. Singapore's innovation ecosystem, regional connectivity, and regulatory standards make it ideal to validate, fund, and expand across Southeast Asia.

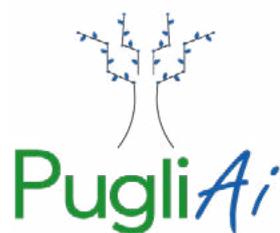
SOLUTION/PRODUCT

MyCIA delivers an allergen-smart menu platform: our matching algorithm cross-references each diner's CIA profile with ingredient data to flag risks and surface safe, personalized dishes. Menus auto-generate allergen lists from recipes and labels, update in real time across channels, and integrate with POS, delivery, and Order & Pay.

ACHIEVEMENTS

On mycia.it, our personal food advisor, we list ~17,000 venues (currently Italy-only). Over 180,000 Italians have completed the Food Identity Card, and 3,500 venues use our paid MyCIA for Business services. We collaborate with corporate partners including Coca-Cola, Campari, and AB InBev.





PUGLIAI S.R.L.

COMPANY PROFILE

PugliAi is an intelligent automation firm that accelerates business transformation by combining C-level consulting experience with proprietary AI products and pre-built solution accelerators. We deliver enterprise-grade automation implementations in 4-6 weeks compared to the traditional 6-12 month timeline, enabling organizations to achieve rapid ROI while minimizing risk. Our approach leverages 16 years of Big 4 consulting experience alongside two proprietary AI products: a VoIP Secretary AI solution for intelligent call management and an SEO Analyzer for content optimization. This unique combination of products, pre-built assets, and consulting expertise allows us to scale their operations efficiently while providing immediate, measurable value to clients.

WEBSITE

<https://pugliai.com/>

EMAIL

gregor@pugliai.com

STARTUP STAGE

Seed

NAME & SURNAME

Gregor Maric

CURRENT STATUS OF PROJECT

Scaling / Expanding

DESIGNATION

CEO & Founder

COMMERCIAL MODEL

B2B, B2B2C

SECTOR

Intelligent Automation & Solution Accelerators

WHY ARE YOU INTERESTED IN THE SINGAPORE MARKET?

We are seeking strategic partners and investors to scale our proven automation model across the APAC region. Singapore represents the ideal entry point, serving as the gateway to the \$47B APAC intelligent automation market growing at 23% CAGR. The city-state hosts over 3,000 regional headquarters actively seeking rapid, reliable automation implementation, and its Smart Nation initiative provides strong policy alignment with our mission. Our goal is to establish Singapore as our APAC headquarters, connect with enterprises requiring both our AI products and consulting services, and leverage our proven European track record to accelerate adoption of our VoIP Secretary AI, SEO Analyzer, and solution accelerator library. By partnering with local investors and enterprises, we can help organizations across the region achieve the same rapid implementation success we've demonstrated in Europe.

SOLUTION/PRODUCT

PugliAI operates a unique hybrid model combining proprietary AI products with intelligent automation consulting and implementation services. Our product suite includes a VoIP Secretary AI solution that handles inbound calls 24/7 with natural language processing, appointment scheduling, and intelligent routing, reducing receptionist workload by 70-80% while eliminating missed calls. Our SEO Analyzer provides AI-powered website optimization, automated technical audits, and actionable recommendations that improve organic search rankings by 40-60% within three months. Beyond these products, we've developed a proprietary library of pre-built solution accelerators across finance, operations, customer service, and HR functions that enable 4-6 week implementations versus traditional custom development timelines. This three-pillar approach of products, accelerators, and Big 4-caliber consulting enables rapid deployment, minimizes implementation risk, and provides robust, scalable automation solutions

for our clients in a fraction of the standard time. Our business model creates multiple revenue streams through recurring product subscriptions, project-based implementations, and consulting engagements.

ACHIEVEMENTS

Our model has been validated through successful deployments across Italy, Germany, and UAE, demonstrating strong market demand for our unique approach. We've secured enterprise contracts across multiple industries and built significant recurring revenue through our VoIP Secretary AI and SEO Analyzer products, both of which are experiencing strong month-over-month growth. By leveraging our pre-built assets and solution accelerators, we have successfully accelerated project timelines and delivered immediate value to clients, consistently achieving 94% client satisfaction with 80% generating repeat business and expansion contracts. This has confirmed a strong market demand for our faster, more reliable approach to automation implementation. Our thought leadership through LinkedIn Learning, where we serve as instructors, and our YouTube channel "RPA Champion" with over 9,000 subscribers provides ongoing lead generation and establishes credibility in the automation space. The combination of product traction, consulting success, and brand recognition positions us strongly for rapid expansion across the APAC region.





CONNETIA S.R.L.

COMPANY PROFILE

Connetia is the subscription-based service that integrates data, technology, and managers to design the best growth strategy for every SME.

WEBSITE

www.connetia.it

EMAIL

tudor.lazariu@connetia.it

STARTUP STAGE

Seed

NAME & SURNAME

Tudor Vlad Lazariu

CURRENT STATUS OF PROJECT

Revenue-generating

DESIGNATION

CMO, CSO & co-CEO

COMMERCIAL MODEL

B2B

SECTOR

Fintech

WHY ARE YOU INTERESTED IN THE SINGAPORE MARKET?

Business partners for expansion, fund raising, startup advisors.

SOLUTION/PRODUCT

Connetia is a subscription-based service that empowers SMEs with four pillars: myRevelo for business intelligence, easyIT for digital integration, myAcademy for managerial training, and Sportello Digitale for community and support. We combine data, technology, and expertise to drive growth.

ACHIEVEMENTS

- Seed round - € 220.000
- Revenues - over € 270.000
- Monthly Revenue - €16.000
- More than 113 DEMO software
- Conversion rate from Prospect to Client 12,5%
- Team - 12 people





TRAVELVERSE

COMPANY PROFILE

Travelverse offers tailored AI solutions using generative AI based on RAG architecture and fine-tuned open-source LLM models, providing customization according to specific needs. Thanks to our RAG-based solutions and fine-tuning, starting from open-source LLM models, we are able to match the results of commercial LLM models in vertical applications.

WEBSITE

www.travelverse.it

EMAIL

a.amendola@travelverse.it

STARTUP STAGE

Seed

NAME & SURNAME

Antonio Amendola

CURRENT STATUS OF PROJECT

Early Traction

DESIGNATION

Project Manager

COMMERCIAL MODEL

B2B

SECTOR

FinTech

WHY ARE YOU INTERESTED IN THE SINGAPORE MARKET?

We chose Singapore for its strong focus on Fintech and smart city innovation, we believe it is the perfect context for our most recent product, JollyGate, an AI-powered IoT gateway with an integrated smart wallet for automated field procurement. Singapore can offer us the opportunity to access advanced resources, deep tech expertise, and a globally connected ecosystem.

SOLUTION/PRODUCT

Recently we have developed JollyGate, a new AI-powered IoT gateway designed for remote monitoring of streetlighting systems. This gateway builds on the core technology behind our Jolly system but is tailored for industrial and public infrastructure applications. The innovation lies in the integration of a smart procurement module powered by AI and connected to a secure digital wallet. During maintenance operations—such as sensor replacement, fault detection, or system upgrades—the gateway autonomously identifies needs and executes purchases of required components or services, ensuring 24/7 operational continuity. Field operators are assisted in real time, and procurement processes are streamlined and automated.

ACHIEVEMENTS

- In the last 12 months, turnover was 206,000 euros
- In the last month the turnover was 16,000 euros



BCC STUDIO S.R.L.



COMPANY PROFILE

BCC Studio is an Italian blockchain agency founded in 2020. We design tailored Web3 modules that boost trust, efficiency, and scalability for enterprises and business networks. Combining AI, IoT, and regulatory expertise, we deliver compliant, real-world solutions that streamline processes and enable innovation across finance, real estate, publishing sectors.

WEBSITE

<https://www.bccstudio.biz/>

EMAIL

c.priani@bccstudio.biz

STARTUP STAGE

Seed

NAME & SURNAME

Marco Cipriani

CURRENT STATUS OF PROJECT

Early Traction

DESIGNATION

COO

COMMERCIAL MODEL

B2B, B2B2C

SECTOR

Blockchain

WHY ARE YOU INTERESTED IN THE SINGAPORE MARKET?

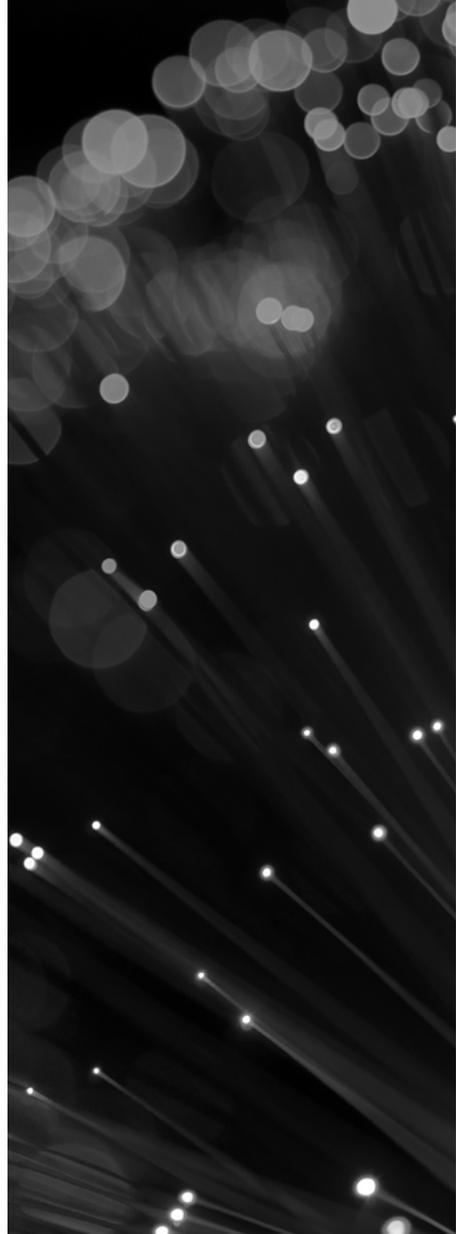
Singapore offers a strategic environment for our crypto-funding tools, combining advanced digital infrastructure and strong innovation policies. Its leadership in fintech regulation aligns with our goal of adapting crypto crowdfunding frameworks to Italian and European standards, enabling compliant, scalable blockchain solutions while accessing Southeast Asia's vibrant and rapidly expanding ecosystem.

SOLUTION/PRODUCT

Our product is a versatile Smart Contract system designed to manage cooperation and co-opetition projects. It enables transparent, automated governance across diverse scenarios, ensuring trust, efficiency, and compliance. The modular architecture adapts to unique business needs, supporting scalable collaboration models while reducing complexity, administrative costs, and operational risks.

ACHIEVEMENTS

- Developed several Case Studies showcasing the potential of our system.
- Activated strategic partnerships for further R&D projects.
- Achieved growing revenues, relatively high considering the limited number of case studies delivered.
- Awarded multiple national and international recognitions, including the Dubai Golden Visa for researchers and the America Innovation Award by Fondazione Italia USA.
- Conducted pilot tests with target companies involved in our case studies.
- Expanded international engagement, contributing to the B20 report for the upcoming G20 in South Africa and participating in Italian Cooperation missions focused on R&D.
- Obtained significant certifications, such as MIMIT Innovation Manager, EY Blockchain credentials, and others listed in our pitch documentation.



ITTA[®]

ITALIAN TRADE AGENCY

ITALIAN TRADE AGENCY
7, TEMASEK BOULEVARD - SUITE 19
01A SUNTEC TOWER 1
SINGAPORE 038987
☎ +65 6993 3707
✉ singapore@ice.it

Italian Trade Agency  @ITAtradeagency 

ITA - Italian Trade Agency  @itatradeagency 