# smau

## LONDON
## 3RD MAY 2023
**Italy RestartsUp in London**

# Meet the
# Made in Italy
# Innovation

**BE CREATIVE. BE INNOVATIVE. BE OPEN**

## Layout

## Protagonists

## Programme

**THE OLD TRUMAN BREWERY**
83 Brick Lane, F Block T1 London, England, E1 6QR
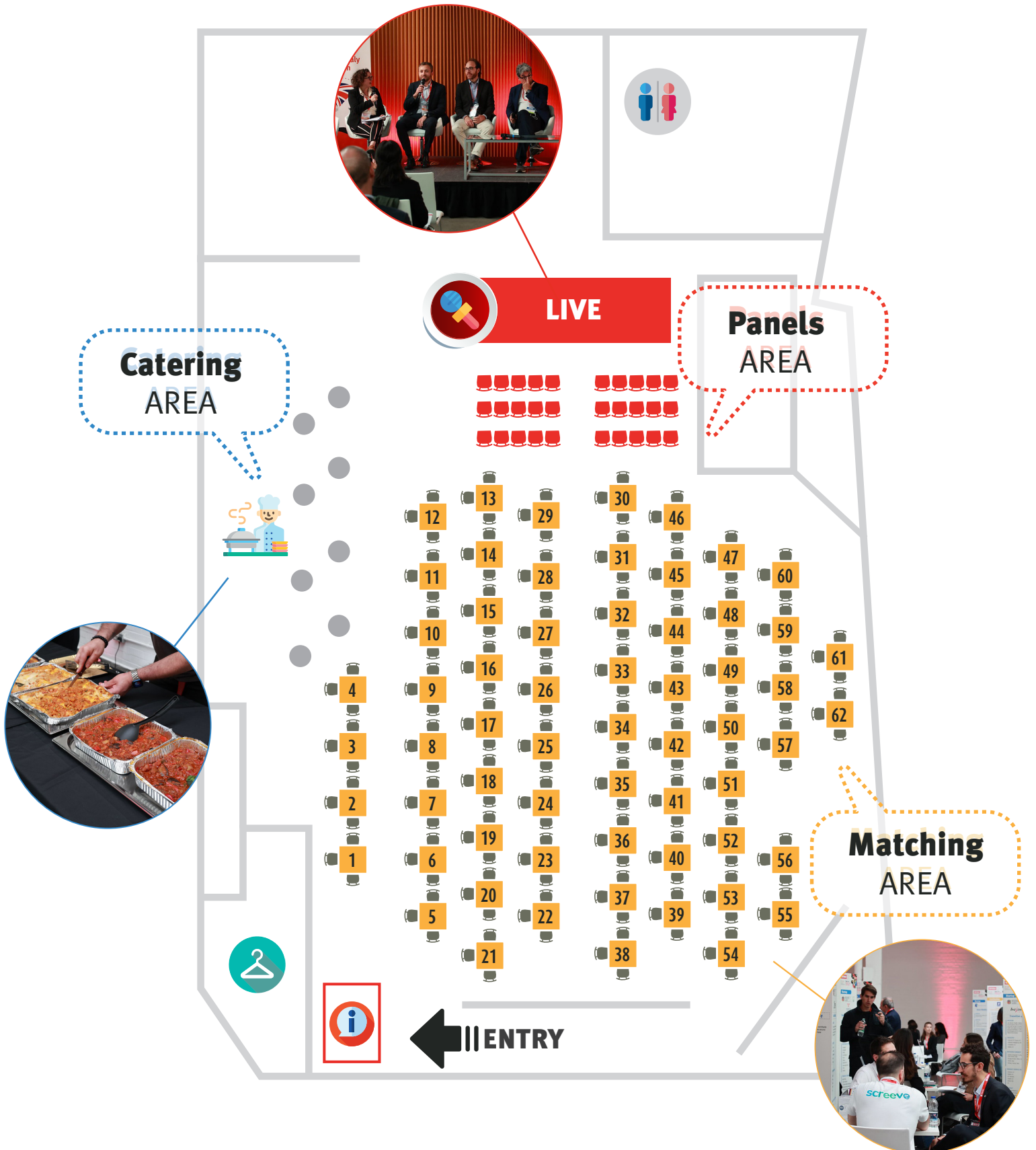
info@smau.it

www.smau.it/london

Meet the representatives of the **Italian innovation ecosystem**: a selection of **Startups**, **Corporates** and **Enablers** interested in interfacing the UK innovation system



**LIVE**

**Panels** AREA

**Catering** AREA

| 13 | 30 |
| 12 | 46 |
| 14 | 31 | 47 |
| 11 | 28 | 45 | 60 |
| 15 | 32 | 48 |
| 10 | 27 | 44 | 59 |
| 16 | 33 | 49 | 61 |
| 4 | 9 | 26 | 43 | 58 | 62 |
| 17 | 34 | 50 | 57 |
| 3 | 8 | 25 | 42 |
| 18 | 35 | 51 |
| 2 | 7 | 24 | 41 |
| 19 | 36 | 52 |
| 1 | 6 | 23 | 40 | 56 |
| 20 | 37 | 53 | 55 |
| 5 | 22 | 39 | 54 |
| 21 | 38 |

**Matching** AREA

**ENTRY**

## Organization

| | |
|---|---|
| 40 | Addyx Srl |
| 43 | Agenzia di Sviluppo - Azienda speciale della Camera di Commercio Chieti Pescara |
| 4 | Agos |
| 58 | Airizon Srl |
| 46 | ART-ER |
| 41 | Astrakode Srl |
| 57 | Badil |
| 16 | BeFancyFit |
| 18 | Blaster Foundry Srl |
| 36 | Builti |
| 21 | Cargoful |
| 32 | Cognivix Srl |
| 46 | Crit Srl |
| 31 | Cshark Srl |
| 24 | Cyber Evolution Srl |
| 42 | Diskover Srl |
| 20 | DVRS |
| 53 | E-Gap Srl |
| 54 | EasyPol |
| 2 | Edison |
| 3 | Enel |
| 6 | Eni |
| 62 | Etesias Srl |
| 39 | Exo Lab Italia |
| 37 | Farzati Tech |
| 10 | FNM |
| 13 | Genius4U |
| 19 | Genuine Way Srl |
| 59 | GAV Projects - Global Architecture Visualisation Projects |
| 34 | Go Additive (QTool Srl) |
| 23 | Hypermynds Srl |
| 8 | Intesa Sanpaolo Innovation Center |
| 9 | Iren |
| 52 | Is Clean Air |

## Organization

| | |
|---|---|
| 1 | ITA - Italian Trade Agency |
| 61 | Latitudo 40 Srl |
| 55 | Lazio Innova |
| 49 | Materica Lab Srl |
| 44 | Monitor the Planet |
| 35 | MynaProject |
| 28 | Native To Srl |
| 45 | Neurality Srl |
| 15 | Nipote in Affitto |
| 48 | Novac Srl |
| 30 | Pack Srl |
| 14 | Parentsmile |
| 33 | Pépinières d'Entreprises |
| 12 | Personae \| Fondazione Compagnia di San Paolo |
| 50 | ProcureMe Srl |
| 43 | Regione Abruzzo |
| 33 | Regione Autonoma Valle D'Aosta |
| 60 | Regione Campania |
| 46 | Regione Emilia-Romagna |
| 55 | Regione Lazio |
| 17 | Regione Marche |
| 26 | Revolt Srl |
| 22 | Safetecom/Mine Crime |
| 38 | Scops by Quick Algorithm |
| 7 | Siram Veolia |
| 46 | Stars&Cows Srl Società Benefit |
| 60 | Sviluppo Campania |
| 29 | Syeew |
| 25 | The ID Factory Srl Società Benefit |
| 56 | To-Be |
| 51 | Touch and Contact Srl |
| 11 | Trenord |
| 46 | Urban Hub Piacenza |
| 47 | Vaimee Srl |
| 27 | Viraschutz Europe Srl |
| 5 | VoiceMe Srl |

## Energy transformation and new opportunities for Smart Communities

🕐 10.00 – 11.00 AM

**Moderator:** Sabato Franco Sorrentino, First Councilor for Economic and Trade Affairs **Embassy of Italy in London**

**In collaboration with:** Italy4Innovation

**Speakers:**
- Alessandro Allotta, Innovation partnership manager **Arup**
- Davide Dotti, Business Innovation Director **Edison**
- Fernando Sandoval Cuervo, Head of Enel Innovation Hub Europe **Enel**
- Fabio D'Alonzo, Managing Director European Investments **Equitix**
- Michel Buongiorno, Director, Global Relationship Manager Energy & Infrastructure **Intesa Sanpaolo London**
- Cameron Scott, Director of Growth Strategy **Public**
- Francesca Serravalle, Head of Infrastructure and Energy **Vodafone UK**

## Evolution in Mobility: the innovation is here

🕐 11.30 AM – 12.30 PM

**Moderator:** Alessia Camera

**Speakers:**
- Luca Borgogna, Innovation Ecosystems & Hubs, Open Innovation for Mobility & Retail **Eni**
- Riccardo Ferrari, Chief Innovation Officer **FNM**
- Irene Nocivelli, Senior Manager **Founders Intelligence**
- Geoff Davis, VP Strategy, Marketing & Technology **Horiba Automotive**
- Bradley Reagan, Inward Investment Manager Sustainability **London & Partners**
- Jonathan Jenkins, Head of Innovation **Motability Operations**
- Sam Szczurek, Sustainable Innovation Lead **TFL – Transport For London**

## Smart Manufacturing: efficient and sustainable processes for the new Industry 4.0

🕐 1.30 – 2.30 PM

**Moderator:** Alessia Tripodi, **Il Sole 24 Ore**

**Speakers:**
- Consuelo Fierro, Innovation Associate **Growth Builders**
- Daniel Saunders, Chief Executive Officer **L Marks**
- Lorenzo Sicilia, Head of Engineering **Outliers Ventures**
- Tony Di Gravio, Chief Technical Officer **Pirelli**

## Agrifood and Retail: it's time to innovate!

🕐 3.00 – 4.00 PM

**Moderator:** Alessia Camera

**Speakers:**
- Benjamin Allen, Director **E.Marinella**
- Daniela Barrera, Founder & CEO **Kitchen8**
- Emanuele Preve, CFO & Board Member **Riso Gallo**
- Tanvir Mufti, Founding Partner **Venturebright**

## How to transform Health and Wellness through digital innovation

🕐 4.30 – 5.30 PM

**Moderator:** Alessia Tripodi, **Il Sole 24 Ore**

**Speakers:**
- Karim Kalaf, Director & Founder **KK Global Health**
- Dominick Kennerson, Senior Vice President HealthTech **Silicon Valley Bank UK**
- Laura Orestano, CEO & General Manager **SocialFare | Italian Center for Social Innovation**
- Thomas Bastien, Head of Parterships **Wayra UK**
- Neil Toner, Workstream Lead, Enterprise & Innovation **Yorkshire & Humber Academic Health Science Network**

## The Founder Factor:
## Exploring the Traits that drive startup success and innovation

🕐 6.00 – 7.00 PM

**Moderator:** Alessia Camera

**In collaboration with:**

ITALIANS IN VC

**Speakers:**
- Paolo Pio, General Partner **Exceptional Ventures**
- Antonio Baccari, Partner & CFO **Feel Venture**
- Francesca Hanania, Growth investor **Iris Ventures**
- Claudio D'Angelo, Partner di **Spex Capital**

**Networking COCKTAIL**  7.00 PM - 8.00 PM

## Addyx Srl
**Table 40**

Opening new composites design and manufacturing frontiers with innovative solutions for high-performance, complex-shaped, and lightweight structures. Sustainable and cost-effective.

**AddyX**
Next Generation Design & Manufacturing

**Startup**

## Agenzia di Sviluppo – Azienda speciale della Camera di Commercio Chieti Pescara
**Table 43**

Agenzia di Sviluppo's (ASVI), special agency of Chamber of Commerce Chieti Pescara promotes the general interests of local enterprises located.

**AGENZIA DI SVILUPPO**
AZIENDA SPECIALE DELLA CAMERA DI COMMERCIO CHIETI PESCARA

**Enabler**

## Agos
**Table 4**

Agos is a leading financial company in the consumer credit sector, present in Italy for over thirty years. It is 61% owned by Credit Agricole through Credit Agricole Consumer Finance and 39% by Banco BPM.

**Agos**

**Corporate**

## Airizon Srl
**Table 58**

Reduce the distance between innovation and aviation market by channeling new design methods into digital products.

**Airizon**
smart solution for a clean sky

**Startup**

## ART-ER
**Table 46**

ART-ER - Attractiveness Research Territory is the Emilia-Romagna Joint Stock Consortium fostering the region's sustainable growth by developing innovation, knowledge, attractiveness and internationalisation of the territory.

**ART-ER**
ATTRACTIVENESS RESEARCH TERRITORY

**Enabler**

## Astrakode Srl
**Table 41**

Making complex enterprise technologies more accessible for any company through abstraction and low-code.

**ASTRAKODE**

**Startup**

## Badil
**Table 57**

"Interattivo" is the Omnichannel platform designed for the world of retail & large-scale distribution to automate marketing campaigns.

**interattivo**
Powered by badil

**Startup**

## BeFancyFit
**Table 16**

BeFancyFit is a digital wellness platform that offers personalized training programs and meal plans aimed at creating healthy habits anywhere and anytime.

**BEFANCYFIT**

**Startup**

## Blaster Foundry Srl
**Table 18**

We are the game studio generating value through video games with a data-driven approach.

**Startup**

## Builti
**Table 36**

Create a market standard service for expeditious structural risk-driven assessment for Enterprise Asset Management (buildings and infrastructures).

**builti**

**Startup**

## Cargoful
**Table 21**

Make transportation truly sustainable, for the environment and society. We cut empty miles and CO2 emissions through an AI-based planning solution.

**CARGOFUL**

**Startup**

## Cognivix Srl
**Table 32**

Empowering SMEs with AI-driven computer vision for automation, boosting efficiency and competitiveness through intelligent robotics.

**COGNIVIX**

**Startup**

## Crit Srl
**Table 46**

CRIT is a private company specialized in the research and analysis of technical and scientific information and in the development of research project activities.

**Enabler**

## Cshark Srl
**Table 31**

CSHARK wants to distribute satellite IoT bandwidth through its satellite network to improve business processes anywhere in the world.

**Startup**

## Cyber Evolution Srl
**Table 24**

"Cyber Security becomes useful when it is accessible". LECS: first Plug & Play Cyber Security device.

**Startup**

## Diskover Srl
**Table 42**

Happy to unlock the value of data with Rewind an AI framework to help men discover how improve plant efficiency.

**Startup**

## DVRS
**Table 20**

We are passionate Web3 & blockchain advocates. We believe it will change how people and businesses behave for the better.

**Startup**

## E-GAP Srl
**Table 53**

E-GAP envision a world where people can fully and easily take advantage of the opportunities provided by e-mobility overcoming the barriers.

**Startup**

## EasyPol
**Table 54**

EasyPol boosts companies' financial management for better decision-making.

**Startup**

## Edison
**Table 2**

Leading energy operator in Italy, with over 130 years of history behind us.
We supply electricity, gas and energy and environmental services to families and businesses.

**Corporate**

## Enel
**Table 3**

Enel is a multinational power company and a leading integrated player in the global power and renewables markets, present in 30 countries.

**Corporate**

## Eni
**Table 6**

Eni is an integrated energy company. We discover new ideas and technologies and turn them into game-changing projects to accelerate the energy transition.

**Corporate**

## Etesias Srl
**Table 62**

We produce prefabricated reinforced concrete elements efficiently and flexibly through the innovative and sustainable process of 3D printing.

**Startup**

## Exo Lab Italia
**Table 39**

Our Mission is to create highly innovative products based on Plant Exosomes for Food Supplements, Cosmetics and Regenerative Medicine.

**Startup**

## Farzati Tech
**Table 37**

Farzati is committed to researching and developing innovative solutions and products aimed at improving the quality of life of individuals and the environment.

**Startup**

## FNM
**Table 10**

FNM is the leading integrated sustainable mobility Group in Lombardy and the first organisation in Italy to combine railway infrastructure management with road transport and motorway infrastructure management.

**Corporate**

## Genius4U
**Table 13**

Welfare platform on a mission to improve the employees' Work-life balance by Time-saving Services available at the office or at home.

**Startup**

## Genuine Way Srl
**Table 19**

Genuine Way is a blockchain provider that focuses on ESG topics.
We enable brands to track & communicate their environmental & supply-chain data by leveraging blockchain technology and activating Digital Product Passports.

**Startup**

## Global Architecture Visualisation Projects
**Table 59**

GAV Projects develops innovative and highly technological products through the use of VR, AR, AI and CG, with a special focus on Metaverses.

**Startup**

## Go Additive/ QTool Srl
**Table 34**

Go Additive's SaaS cloud platform revolutionizes tooling simulation & optimization, boosting efficiency 10X & slashing lead times with on-demand Additive Manufacturing.

**Startup**

## Hypermynds Srl
**Table 23**

Hypermynds applies advanced math, ML & AI to automate the most critical high-impact processes, building tailored cross-functional solutions.

**Startup**

## Intesa Sanpaolo Innovation Center
**Table 8**

Intesa Sanpaolo Innovation Center is the Intesa Sanpaolo Group company dedicated to the frontiers of innovation.

**Corporate**

## Iren
**Table 9**

Iren is one of the largest and most dynamic multiutility companies in Italy and operates in the sectors of electricity, thermal energy for district heating and gas, water services, environmental and technological services.

**Corporate**

## Is Clean Air
**Table 52**

Offering everyone healthier and safer spaces to live and work, providing sustainability and a wide reduction of air pollution, against climate change.

**Startup**

## ITA - Italian Trade Agency
**Table 1**

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.

**Institution**

## Latitudo 40 Srl
**Table 61**

Latitudo 40 provides spatial data analysis, a tool that can advise on sustainability and resilience choices for cities.

**Startup**

## Lazio Innova
**Table 55**

Lazio Innova is a "in house" company of the Lazio Region, operating in planning and managing actions for economic growth, access to credit, territorial development and support for innovation.

**LAZIO INNOVA**
**Enabler**

## Materica Lab Srl
**Table 49**

Verifying effectiveness, monitoring performances during the life cycle, increasing the durability of materials: This is the mission of MatericaLab.

**MatericaLab** — materials testing
**Startup**

## Monitor the Planet
**Table 44**

We provide effective and relevant solutions to Engineer Surveyor based on technological excellence and deep market insight, in a safer site.

**MONITOR THE PLANET**
**Startup**

## MynaProject
**Table 35**

Rational and Conscious Energy Management in industrial and tertiary sectors.

**myna**
**Startup**

## Native To Srl
**Table 28**

We love Italian technological craftsmanship and know-how. We're what we dreamed of, designed and created. The Native jersey is an evolution of your skin.

**NATIVE TO WORK**
**Startup**

## Neurality Srl
**Table 45**

Providing a universal visual inspection platform powered by AI, able to automate visual inspection tasks for any object or material.

**Neurality**
**Startup**

## Nipote in Affitto
**Table 15**

We are an active ageing platform that connects people reducing inequalities among generations. We want to change the way we age!

**NIPOTE IN AFFITTO**
**Startup**

## Novac Srl
**Table 48**

The mission of the project is to create a supercapacitor that can be accessible for every application, to exploit all the potential of this device.

**novac**
**Startup**

## Pack Srl
**Table 30**

Vision: "Empowering people, enhancing organizations".

Mission: "Personalizing people development with data-driven leadership paths".

**pack**
**Startup**

## Parentsmile
**Table 14**

Our mission is to make parental support and actions promoting the psycho-physical well-being accessible, directly at home.

**parentsmile**
**Startup**

## Pépinières d'Entreprises
**Table 33**

Business incubators of Aosta Valley can offer a complete support for young entrepreneurs, startups and small innovative firms, with regard to logistic services, corporate consulting and tutoring, training courses, networking and fund-raising assistance.

**PÉPINIÈRES VALLÉE D'AOSTE**
**Enabler**

## Personae | Fondazione Compagnia di San Paolo
**Table 12**

Personae is the Italian accelerator for welfare solutions, part of the CDP National Accelerators Network, created together with SocialFare and a|cube with the support of Fondazione Compagnia di San Paolo and other partners.

**personae** — Acceleratore Welfare della Rete Nazionale CDP
THANKS TO:
**Fondazione Compagnia di San Paolo**
**Corporate**

## ProcureMe Srl
**Table 50**

Promoting Italian food & wine excellence worldwide by providing sustainable & innovative products from SMEs. Leading B2B platform for Italian food & wine.

**Startup**

## Regione Abruzzo
**Table 43**

The Abruzzo production system is seventh in Italy for industrial specialization, seventh for exports as a percentage of GDP, sixth for trade surplus and second for trade value, a system that has one of the highest rates of diversity in Italy.

**Institution**

## Regione Autonoma Valle D'Aosta
**Table 33**

The Aosta Valley Region intends to focus the development of the territory and the economy towards certain specific areas and promoting innovation strategies.

**Institution**

## Regione Campania
**Table 60**

Campania is a dynamic and open ecosystem that is increasingly establishing itself as a global innovation platform, inspiring competitiveness and attracting talent, businesses and investments.

**Institution**

## Regione Emilia-Romagna
**Table 46**

The Emilia-Romagna Region anticipates the future thanks to the regional ecosystem for research and innovation, which acts as a "multiplier" for opportunities, ideas, collaborations and services.

**Institution**

## Regione Lazio
**Table 55**

Lazio Region is the Capital Region of Rome. It boasts a geopolitical position of global importance: in the heart of Europe and at the centre of the Mediterranean region, a crossroad with the Middle East and South-East Asia.

**Institution**

## Regione Marche
**Table 17**

Marche Region intends to stimulate innovative processes and technological developments for increasing competitiveness and supporting productive diversification.

**Institution**

## Revolt Srl
**Table 26**

Revolt aims to unlock the value of data through BIstudio, its software solution powered by ML, generative AI and xAI.

**Startup**

## Safetecom/ Mine Crime
**Table 22**

Thanks to Mine Crime's technology, we collect, make available and analyze data on crime and urban decay, for everyone, 24/7.

**Startup**

## Scops by Quick Algorithm
**Table 38**

Improve Energy Efficiency, Production & Maintenance with Scops' Data-Driven insight: from IoT Sensors to AI-Analytics in one Turnkey Solution.

**Startup**

## Siram Veolia
**Table 7**

Siram Veolia, 100% controlled by Veolia, is a reference group in Italy for the efficient management of energy, water and special waste, supports public and private customers.

**Corporate**

## Stars&Cows Srl Società Benefit
**Table 46**

Stars&Cows is an Innovative SME born with the DNA of business knowledge corroborated by innovation and digital aptitude.

**Enabler**

## Sviluppo Campania

**Table 60**

Sviluppo Campania, in-house company of the Campania Region, has as its mission the implementation of plans, programs, projects and tools aimed at promoting and strengthening the competitiveness and development of the territorial system.

**Enabler**

## Syeew

**Table 29**

To guarantee services and quality micro-businesses must be able to manage and analyze their businesses' data in an intuitive way.

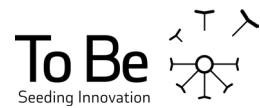**Startup**

## The ID Factory Srl Società Benefit

**Table 25**

Allow fashion companies to gain end-to-end transparency over their global supply chain through the creation of a unique digital passport.

**Startup**

## To-Be

**Table 56**

To Be's LiFi project unites in a single green solution, principles of ecological transition, digitalization and Net infrastructure.

**Startup**

## Touch and Contact Srl

**Table 51**

A platform for companies that want to digitise and monitor HR processes and network, through a sustainable and innovative way.

**Startup**

## Trenord

**Table 11**

Founded on May 3, 2011 by the two current shareholders, FNM and Trenitalia, Trenord is one of the most important companies in the European rail local public transport, both in terms of size and capillarity of the service.

**Corporate**

## Urban Hub Piacenza

**Table 46**

Urban Hub innovation center includes a coworking, an event space, a maker lab for digital manufacturing, a tech educational center, a startup infopoint and the Startupiacenza Incubator and Accelerator of tech startups.

**Enabler**

## Vaimee Srl

**Table 47**

Building an all-in-one platform to enable interoperability and allow the fast development of Linked-Data driven IoT applications.

**Startup**

## Viraschutz Europe Srl

**Table 27**

Challenge our "world class" scientific expertise to sustainably protect humanity against microbial infections.

**Startup**
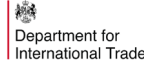
## VoiceMe Srl

**Table 5**

Our mission is to provide secure and convenient voice-based customer authentication solutions to businesses and organisations.

**Startup**

**Discover all the protagonists on**
**www.smau.it/london/exhibitors**

# Some of the key players in the innovation ecosystem that you will find at the event:

AGENZIA DI SVILUPPO AZIENDA SPECIALE DELLA CAMERA DI COMMERCIO CHIETI PESCARA · Agos · ART-ER ATTRACTIVENESS RESEARCH TERRITORY · ARUP · Barilla The Italian Food Company. Since 1877. · BNP PARIBAS REAL ESTATE

BURGO GROUP · CITY LONDON · CLUB degli INVESTITORI · Department for International Trade · EDISON · Embassy of Italy London · enel · eni

EY Seren · FARFETCH · Feel Venture · FT FINANCIAL TIMES · FNM la vita in movimento · Fondazione Compagnia di San Paolo · FOUNDERS FACTORY.

FOUNDERS INTELLIGENCE Part of Accenture · GROWTH BUILDERS · INTESA SANPAOLO INNOVATION CENTER · ITALIANS IN VC · Kitchen8

KKG HEALTHCARE · LAVAZZA TORINO, ITALIA, 1895 · LAZIO INNOVA · LONDON & PARTNERS · mission ventures · mountside ventures

Outlier Ventures· · OVHcloud · Poltrona Frau · RAINMAKING · REGIONE ABRUZZO · REGIONE CAMPANIA · Regione Emilia-Romagna

REGIONE LAZIO · REGIONE MARCHE | MARCHE LAND OF EXCELLENCE · Région Autonome Vallée d'Aoste Regione Autonoma Valle d'Aosta · Gallo RISO dal 1856 · scientifica

SETsquared PARTNERSHIP Universities of Bath, Bristol, Cardiff, Exeter, Southampton & Surrey · SIRAM VEOLIA · SMMT DRIVING THE MOTOR INDUSTRY · SPEX CAPITAL · Sviluppo Campania

TECHITALIA:LAB LONDON · Transport for London · TRENORD · venture:bright · wayra Telefónica Innovation

## Don't miss the opportunity to share the benchmark event for innovation! #smau