

THE AI SUMMIT LONDON 2025

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 **ITALIAN PAVILION**

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Ministero degli Affari Esteri
e della Cooperazione Internazionale

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ITALIAN TRADE AGENCY

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STARTUP



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ITA - ITALIAN TRADE AGENCY



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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ITALIAN COMPANIES

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Asymmetrica

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Company profile:

Asymmetrica is an innovative startup that has developed the first ****Digital Integration Hub****, an advanced platform capable of collecting raw data from any source and transforming it into information and knowledge according to the ****DIKW pyramid (Data, Information, Knowledge, Wisdom)**** and the ****ISO 56006**** standard. Leveraging ****digital models, AI, and machine learning****, the system provides advanced analytics and real-time forecasts, supporting strategic decision-making for smart cities and businesses. Asymmetrica enables efficient asset management, optimizing resources and sustainability.



Product/Service:

Asymmetrica's Digital Integration Hub is a cross-sector platform that connects smart cities and AI, transforming raw data into actionable insights. By integrating IoT, GIS, and sensor networks, it creates a real-time digital twin of urban environments, optimizing mobility, sustainability, and infrastructure. AI-driven predictive analytics anticipate trends, while machine learning detects patterns in urban dynamics, from traffic to pollution. This adaptive system supports decision-makers in public and private sectors, proving its versatility in AI governance, automation, and data-driven policymaking, making cities smarter and businesses more efficient.

Digital Pills



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Company profile:

Digital Pills is a data activation boutique that helps companies transform data into strategic assets for informed decision-making. We combine technical expertise with business strategy to deliver customized solutions across marketing, e-commerce and product. Our team specializes in data strategy, analytics, engineering, and business intelligence, working as an extension of our clients' teams. We serve enterprise clients as well as scale-ups and non-profits, helping them collect, analyze, and activate data to achieve measurable business results and sustainable growth.

Product/Service:

We are specialized in advanced data activation solutions, combining cutting-edge technology with business expertise. Our proprietary data integration framework enables seamless collection and processing of digital data across multiple touchpoints, featuring automated anomaly detection and real-time data quality monitoring. Our solutions include machine learning-powered analytics tools that transform complex datasets into actionable business insights. We've developed scalable data engineering solutions that have been successfully implemented across enterprise clients, delivering measurable ROI through automated data workflows and predictive analytics capabilities.

E-Mod

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Company profile:

E-MOD is an innovative start-up that wants to support sustainability transition for energy and users, privates, business, PA, with digital and physical solutions. We are developing and selling our and from our partners digital solutions, and devices too, for energy self control and production, ready to embrace energy efficiency and electric mobility, monitoring costs and CO2 impact



Product/Service:

E-MOD is launching E-MATCH, first unique marketplace to match energy users with partners for renewables and electric mobility. Match your energy for sustainability is the motto, we use AI to achieve and process data, , CLOUD and E-COMMERCE to make shorter their online experience, offering them tailor made information about technologies and financial opportunities to speed up their own transition

E-Plato

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Company profile:

E-Plato offers "Socrate", an Enterprise Knowledge Hub designed to interact seamlessly with an organization's knowledge base. Socrate retrieves information, summarizes answers, locates relevant images, and comprehensively analyzes knowledge. It ensures an unprecedented level of data sovereignty by allowing customers to install it internally, even on offline servers, and thus retain complete control over their data.



Product/Service:

Socrate, by E-Plato, is an Enterprise Search Engine that enables businesses to conduct deep, contextual searches across a wide range of internal data sources such as documents, emails, and databases. It utilizes proprietary AI technology to offer precise answers, generate insightful reports, and support decision-making processes. Socrate stands out for its ability to be deployed on-premises, ensuring full data control and compliance with stringent data protection regulations, making it ideal for enterprises prioritizing data sovereignty.



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Company profile:

gCube is a Digital Company whose mission is to offer increasingly specialized services, starting from a consultative and strategic approach. In fact, we have brought together in a single structure, professional figures with vertical skills in their respective sectors and who make strategic consultancy their distinctive character. Each of our projects starts from an initial assessment, aimed at identifying the customer's needs and putting together a tailor-made solution that takes into account its characteristics and objectives.



Product/Service:

gCube provides integrated ecommerce strategies, IT platforms, and UX/UI, managing all aspects and assisting businesses with strategic marketplace integration.

The service that will be presented generates value to our customers through:

- Strategy: Identifying opportunities and creating customized digital strategies that leverage the potential of digital.
- Execution: Developing and enhancing products that meet real business needs.
- Technology: Offering a technology-agnostic, immersive approach to business development, helping companies identify essential resources and activities.
- Finance: Providing innovative solutions to help businesses access financial incentives and funding for growth.

InSilicoTrials



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Company profile:

InSilicoTrials offers a groundbreaking cloud-based technology platform that generates digital regulatory grade evidence using FDA-supported in silico methodologies. Simulation, predictive intelligence, and AI can be applied to the whole drug development lifecycle, from discovery, clinical trials to commercial strategies. Our platform supports diverse disease areas with cutting-edge models, synthetic patient simulations, and virtual patients while significantly cutting R&D time and costs.

Product/Service:

InSilicoTrials provides a cloud simulation platform that leverages cutting-edge AI and silico techniques to predict clinical trial outcomes. This approach assists Pharma, Biotechs, and researchers in advancing R&D more efficiently and cost-effectively by minimizing the need for extensive clinical trials. It offers various healthcare simulation tools for bench, preclinical, and clinical evaluations across different disease areas, supporting decision-making with dashboard applications.

Kaigos



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Company profile:

Kaigos is developing Robotics AI Agents as a service for manufacturing, particularly focused on welding and palletization

Product/Service:

Kaigos Weld, our AI agent for welding

Mathclick

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Company profile:

Mathclick SRL applies innovative Edge AI solutions to remote sensing, with particular focus on the blue economy and to water-related sensing applications



Product/Service:

netSENS.ai system for network discovery and leak/fault detection

Mia-FinTech

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Company profile:

Founded in January 2022 based on the experience acquired by Mia-Platform, Mia-FinTech is the fintech startup that has revolutionized the end-to-end creation of regulated digital platforms in the banking and financial industries.

Its cloud native software suite enables financial institutions to develop and create new digital services in a fast and scalable way, evolving towards innovative business models like Open Finance in full compliance with applicable laws and regulations. With the claim “Evolve your Bank in a modern FinTech company”, Mia-FinTech fills the gap between traditional banks and modern omnichannel digital banks.



Product/Service:

Mia-FinTech’s cloud native software suite focuses on a modular and composable approach based on:

- 1) Service Catalog, a collection of ready-to-use software components developed by industry leaders for the financial sector, to accelerate the creation of digital services.
- 2) Internal Developer Portal – a single place for all your tools, services, applications, and data to streamline cloud native best practices and raise IT productivity, ensuring quality and reliability of your digital services.
- 3) Fast Data – a modern Data Fabric to reduce the time of integrated data delivery, unlock legacy modernization and bring speed and scale to your applications.

Mia-Platform

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Company profile:

Mia-Platform is the ISV which delivers the world's first AI-native Developer Platform Foundation. The platform supports enterprises to boost engineering productivity, accelerate software development, and deliver digital services and products in a faster and more convenient way.

With a quick-to-implement framework that covers a wide range of use cases, Mia-Platform delivers measurable ROI from day one, across different industries such as Financial Services, Insurance, Retail Mobility, Energy among others.

Mia-Platform has been mentioned in the Gartner Magic Quadrant for Cloud Application Platforms 2024, and in the "FT 1.000: Europe's Fastest Growing Companies" ranking by The Financial Times



Product/Service:

Mia-Platform is the world's first AI-native Developer Platform Foundation, empowering enterprises to create intelligent Internal Developer Platforms that unlock self-service, enhance DevX, and boost engineering productivity. Mia-Platform enables teams to build their own IDP on any tech stack, allowing them to self-serve infrastructure, data, and applications as code. With a quick-to-implement, battle-tested framework that covers a wide range of use cases, Mia-Platform delivers measurable ROI from day one, while preserving the flexibility to adapt without locking enterprises into any specific technologies, ensuring scalable innovation.

Myndoor

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Company profile:

Myndoor is an innovative startup founded in 2021, leveraging AI-powered semantic analysis to detect early signs of stress and psychological distress through written and spoken communication. Our patented technology integrates seamlessly with Slack, Teams, and API solutions, providing real-time stress monitoring, predictive insights, and personalized interventions without wearables or surveys. Targeting corporate wellness, healthcare, and insurance, Myndoor enhances employee well-being, prevents burnout, and improves organizational performance through scientifically validated AI-driven solutions.



Product/Service:

Our main product is an AI-powered stress monitoring platform that analyzes written and spoken communication to detect early signs of stress and psychological distress. Integrated with Slack, Teams, and API solutions, it provides real-time alerts, predictive insights, and personalized exercises without requiring wearables or surveys. Designed for corporate wellness, healthcare, and insurance, it helps companies reduce burnout, enhance employee well-being, and improve productivity through a scientifically validated, passive monitoring system.

Neurally

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Company profile:

Neurally is an innovative Italian start-up. We develop advanced software based on Machine Learning, Computer Vision and Generative AI models to bring highly advanced and customized systems. We make artificial intelligence accessible to everyone, based on work characterized by strong collaboration.

Product/Service:

We introduce NEBULA, an advanced virtual assistant that, through generative AI, provides accurate contextual answers, ensuring data privacy. It uses also data extraction and entity recognition technologies to classify, synthesize, recognize and extract data from digital documents and thanks also to voice-to-text integration and a built-in avatar, it offers interactive and personalized elements for companies.



Ombot

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Company profile:

Retina Srl is an innovative company specializing in advanced digital solutions for financial analysis and AI-driven automation. Its flagship product, CtrlRisk, streamlines Credit Bureau analysis and Rating calculation for the Central Guarantee Fund, offering modular reports for financial professionals. Alongside, Retina Srl developed OMBOT, an AI-powered chatbot platform that automates customer interactions, integrates with business tools, and enables monetization. Together, CtrlRisk and OMBOT enhance financial management and operational efficiency for businesses.



Product/Service:

OMBOT is an advanced AI chatbot platform designed to optimize business efficiency across industries. It offers a fully customizable, white-label solution that can be set up in minutes without technical expertise. Featuring multi-level scraping, multilingual support, offline functionality, and GDPR compliance, OMBOT ensures secure and reliable interactions. With built-in monetization options, businesses can turn chatbots into revenue streams. Seamlessly integrating with Zapier, OMBOT revolutionizes workflows with AI-driven automation.

Pathway

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Company profile:

Pathway is an innovative company in the field of educational technology. With over four years of experience, our team has managed to combine deep knowledge of the education sector with the latest technologies, particularly artificial intelligence, to create personalized and effective educational solutions.

Through products like Way2IELTS, Pathway offers interactive and intelligent tools that enable students to prepare in a targeted manner, receive immediate feedback, and continuously improve their skills.



Product/Service:

Pathway is the first AI-driven platform designed specifically for IELTS preparation. Unlike other tools, it doesn't just provide exercises—it integrates contextual artificial intelligence that acts as an invisible tutor, delivering real-time personalized feedback, especially for speaking and writing.

Our approach transforms learning into an interactive and adaptive journey, optimizing study time and maximizing results. Pathway is not just a course, but a complete AI-powered learning ecosystem, designed for the new generation and scalable to other language certification exams.

Penelope by Bxt.Ai

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Company profile:

BXT.AI is a pioneering fintech company redefining the investment landscape through cutting-edge AI technology. At the core of its innovation is Penelope, an AI-powered investment advisor tailored for swing trading. BXT.AI's technology enables Penelope to provide clear, daily market signals—bullish or bearish—for short-term timeframes (1-5 days). Seamlessly integrating with online brokers via APIs, Penelope empowers users with actionable insights for smarter, more profitable investment decisions. For brokers, BXT.AI's solution drives client retention and satisfaction by boosting financial outcomes. BXT.AI and Penelope are transforming trading into a smarter, more intuitive experience.



Product/Service:

Penelope is a cutting-edge AI investment advisor designed for swing traders and online brokers. It provides clear, daily market signals—bullish or bearish—focused on short-term timeframes (1-5 days). Fully API-integrated, Penelope connects seamlessly with online brokers, offering users actionable insights to optimize investment decisions while improving financial outcomes. For brokers, it boosts client retention and satisfaction by enhancing trading performance. Currently accessible by invitation, Penelope combines advanced AI, data-driven strategies, and user-friendly design to revolutionize the trading experience for both individual investors and financial institutions.

Plantvoice



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Company profile:

Plantvoice is an AgriTech startup developing innovative IoT biosensors to monitor plant health in real time. By analyzing sap composition directly inside the plant, our technology provides actionable insights for precision irrigation, nutrient management, and disease prevention. With installations across major European farms, Plantvoice helps optimize yield, quality, and resource efficiency. Our mission is to make sustainable agriculture accessible, reducing water, fertilizer, and pesticide use while enhancing productivity.

Product/Service:

Plantvoice offers an advanced IoT biosensor designed to be embedded directly into plants, measuring sap composition in real time to assess water stress, nutrient levels, and overall plant health. Unlike traditional environmental sensors, Plantvoice provides direct physiological data, enabling precision irrigation, optimized fertilization, and disease prevention. Our technology integrates seamlessly with AI-driven platforms and agrivoltaic systems, empowering farmers to enhance yield, quality, and sustainability while reducing costs.

QuestIT

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Company profile:

QuestIT is an innovative Italian company specializing in Artificial Intelligence solutions for businesses. It develops AI-driven virtual assistants and conversational platforms that enhance customer interactions, automate processes, and improve user engagement. With a strong focus on Natural Language Processing (NLP) and Generative AI, QuestIT provides advanced, customizable solutions for industries such as healthcare, finance, and retail. The company emphasizes continuous R&D, ensuring cutting-edge technology and seamless integration with existing business systems.



Product/Service:

Algho is QuestIT's flagship AI-powered conversational platform, designed to create intelligent virtual assistants for businesses. It leverages advanced Natural Language Processing (NLP) and Generative AI to deliver human-like interactions across multiple channels, including web, mobile, and totems. Fully customizable, Algho integrates seamlessly with enterprise systems, enabling automation in customer service, HR, and sales. It supports multilingual conversations, voice interaction, and adaptive learning, ensuring continuous improvement and high user engagement.

Social Thingum

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Company profile:

Social Things Srl is a consulting company that helps small and medium-sized enterprises stay competitive in the market and improve the performance of various business activities through innovative technologies, particularly Artificial Intelligence, Machine Learning, and advanced Data Analytics. We are one of the 42 Industry 4.0 Technology Transfer Centers accredited by the Italian Ministry of Economic Development (MISE), as well as one of the 100 most innovative startups in Europe. We are also part of AI Magister, the European Digital Innovation Hub with a focus in Italy, specialized in applied Artificial Intelligence and offering advanced solutions for intelligent Digital Transformation.



Product/Service:

Social Things develops innovative technological solutions and algorithms in the fields of Artificial Intelligence, Cloud Computing, and Human-Computer Interaction. Our Social & Smart paradigm combines learning and interaction capabilities through the synergy of Artificial Intelligence and Social Networks. We focus on sectors such as Edtech, Smart Living, and InsurTech. We are a qualified provider of research services, technology transfer, and innovation support.

Tuttotondo

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Company profile:

TUTTOTONDO is an Italian startup transforming travel with AI-driven technology and immersive experiences. Its flagship product, TRATOO, merges AR and proprietary GPS routing to turn city tours into engaging adventures. Led by CEO & CFO Clara Bernasco, CTO Marco Gironi, CSO Riccardo Roggeri, and an international team of developers, TUTTOTONDO champions sustainable tourism while delivering personalized itineraries and interactive serious games. With IP-protected innovations and a scalable global strategy, TUTTOTONDO is redefining how travelers discover the world.



Product/Service:

TRATOO revolutionizes walking tours by merging AR, AI, and gamification for personalized, sustainable itineraries. With its proprietary GPS system, TRATOO guides travelers off the beaten path, uncovering hidden city gems. Its advanced route planning fosters eco-friendly, user-centric exploration, while interactive challenges encourage deeper cultural immersion. Backed by TUTTOTONDO's IP assets and expansion roadmap, TRATOO is reshaping the global tourism experience.

Versy



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Company profile:

Versy is an innovative startup revolutionizing the real estate market by providing immersive, interactive property visualizations. Through our cutting-edge platform, we help developers and real estate agencies showcase off-plan and renovation properties by transforming floor plans into dynamic virtual experiences. This helps buyers visualize their future homes with confidence, speeds up decision-making, and accelerates sales. Versy's scalable platform empowers real estate professionals to reduce marketing costs, boost buyer engagement, and stand out in a competitive market.

Product/Service:

Versy is a digital platform that converts static floor plans into fully immersive 3D virtual experiences. Integrated AI analyzes architectural data to automatically generate detailed, navigable 3D models directly from digital drawings. Users can interact with the model in real time, adjust colors, finishes, and furnishings with text or their voice, and explore every room as if they were physically present. Versy streamlines the visualization process, creating accurate digital replicas of properties in minutes.

WhoTeach

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Company profile:

WhoTeach is the startup that develops and promotes the B2B intelligent Digital Learning platform to support Training Institutions and Companies to create and deliver high-quality online courses. WhoTeach enables an easy management of synchronous and asynchronous training activities through the modularity of its components and the adaptability to various training contexts. It is equipped with different AI features that support trainers and experts in creating and managing training paths.



Product/Service:

WhoTeach is a B2B intelligent Digital Learning platform that helps training institutions and companies to create and deliver high-quality online courses. The platform enables an easy management of synchronous and asynchronous training activities through the synergy between its components, their modularity and adaptability to various training contexts. It is equipped with two AI systems that support trainers and experts in creating and managing training paths.

YouAddict

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Company profile:

YouAddict is an innovative startup founded with the goal of revolutionizing the fashion industry by developing cutting-edge technological solutions that support both companies and end customers. We are backed in this project by our investor, EIT Digital, through whom we established a partnership with the University of Barcelona and a commercial collaboration with a major Italian IT consulting firm. These collaborations have enabled us to launch two pilot projects.



Product/Service:

YouAddict has developed an innovative B2B SaaS solution for the clothing and accessories industry. We have designed an AI-based personal stylist capable of offering personalized shopping experiences by creating complete outfits tailored to individual events and styles, incorporating garments customers already own.

This solution helps users optimize their shopping choices by maximizing their current wardrobe utilization, reducing waste, and minimizing returns. Simultaneously, we empower fashion retailers to build deeper and more personalized relationships with their customers, improving customer knowledge, retention, satisfaction, and streamlining the buying process to further reduce waste.

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Italian Trade Agency 