



Ministry of Foreign Affairs
and International Cooperation



ITALIAN TRADE AGENCY



AT

#MWC22

28 FEB – 3 MAR

FIRA GRAN VÍA BARCELONA

Hall 7

Stand 7D51





Ministry of Foreign Affairs
and International Cooperation

ITA[®]
ITALIAN TRADE AGENCY

ITALIAN
START UP

ITALIAN TRADE AGENCY

ITA 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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ITCA
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ITALIAN
STARTUP

ITALIAN STARTUPS

The new Italian legislation on innovative startups is not only a regulatory framework but an organic and coherent industrial policy launching new instruments and measures to support the whole lifecycle of a company: since its incorporation to its growth, development and maturity stages.

In general, the Italian ecosystem is growing and shows encouraging signs. According to the latest report by the Italian Chambers of Commerce, the number of innovative startups increased by 3,3% compared to the previous quarter. The region of Lombardy is the queen of startups with a total of 3.755 startups, but Trentino-Alto Adige is the region with the highest incidence of startups in relation to capital companies. In Italy there are nearly 14.032 startups.



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ITALIAN STARTUPS AT MWC 2022

aworld

cyberneid

domethics

dots

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evenfi

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filo

fleeptech

ledcom international

myappfree

my-money

next vision

phlay

r&s solutions

security pattern

sensosan

tecnojest

youbiquo

zerynth

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*Sector: Publishing of software, Computer programming activities
- SaaS platform*

AWorld in Support of ActNow is the only official application of the UN's ActNow campaign, which encourages individual action against climate change and aims to educate, engage and stimulate a change in people. It is also the reference platform for promoting the Sustainable Development Goals (SDGs) of the UN 2030 Agenda. It includes 2 solutions:

1. **AWorld in Support of ACTNOW - B2C App**: tracks the user's progress, enables interaction with the community through common challenges and goals and uses gamification techniques to reward virtuous behaviour;
2. **AWorld for Business B2B**: integrates AWorld's functionalities (rewards, gamification and levels, habit tracking, etc.) and content into applications/platforms/websites through a SaaS model that allows partner companies to engage and reward customers and/or employees for improvements in their lifestyle and consumption towards greater sustainability. The team creation feature allows the platform itself to be used for corporate training and engagement of the organisation's stakeholders.

Cyberneid

cybernetics and electronic identity turned on

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Sector: Artificial Intelligence, Electronic Identity

The Instasign app protects against identity theft and offers all citizens the ability to electronically sign documents, contracts and forms in a few clicks.

By using Instasign the citizen is authenticated with certainty and the contract is signed in pdf or p7m format, with advanced electronic signature, in compliance with Italian and European eIDAS regulations.

Through the NFC technology Instasign validates the electronic identity document and reads the data present in the chip. At the same time, the identity of the citizen is verified by means of facial recognition enhanced with an anti-spoofing liveness detection mechanism, created with proprietary artificial intelligence algorithms, which makes it possible to recognize attacks on the system.

The contract is signed with an advanced electronic signature in accordance with the European eIDAS legislation. The whole process takes place through a very simple user experience that makes Cyberneid technology accessible even to the less accustomed.



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Sector: IoT, Smart Home, Smart Health

Domethics S.r.l.

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www.domethics.com

ADRIANO turns any smartphone, tablet and smart-tv into the most powerful and affordable smart-home gateway on the market, able to manage any smart devices with his multiple wireless protocols by using voice, gestures or mobile app.





Sector: Mobile IoT products and services

Connectlab S.r.l.

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Vittorio Di Mauro

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DOTS is the new mobile IoT brand that's all about staying connected to the things and people you love. Using a unique Smart GPS module, DOTS products combined with the DOTS app and the power of cloud technology enable you to connect and protect everything you love. With the app offering tailored options for specific use cases, each DOTS product has unique features that make it easy to use. Whether you are tracking your pet or motorbike, a loved one or a bicycle, you have the tools at your fingertips to ensure they are safe at all times. The app is integrated into a secure, globally open Platform-as-a-Service that allows us to maintain a high level of privacy and security in any product environment.



ECOsteer

Sector: IoT, Blockchain

EcoSteer S.r.l.

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Giada Zanatta

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EcoSteer is an IoT and Blockchain Start-up for Data Ownership and Monetization. Its mission is to lay the technical foundations of a new, decentralized and distributed data economy. Thanks to the right mix of competences of its team – ICT, Legal, Business and UX/UI - EcoSteer has developed and patented its Data Ownership Platform, a technology that uses end-to-end encryption and blockchain smart contracts to decentralize data access control, putting it back into the hands of the rightful data owners, who can also be rewarded for data sharing. EcoSteer business model is based on the commercialization of Data Ownership Platform software licenses, thus enabling companies to deploy their own Data Streams Marketplaces, involving customers and business partners in a data monetization cycle that is GDPR compliant by design.



evenfi

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Sector: Fintech

EvenFi is a real economy investment platform that allows retail and institutional investors to finance SMEs & Startups while positively impacting society, generating yield. Our Mission is to bridge the gap between investors and the real economy through a high-tech frictionless, and liquid investment platform.





Fifth Ingenium S.r.l.

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Sector: Education, Industry, Healthcare

TINALP is a learning platform that revolutionizes the concept of education 4.0 introducing an augmented classroom that simulates practical scenarios, with real-time trainer-trainees interaction, for a customized and immersive learning experience, enabling new ways of training through mobile cloud classrooms and virtual presence. It is a Mixed Reality Learning Platform running on the latest version of AR/VR devices such as nReal Oculus Hololens and more.

Thanks to our proprietary ultra-low latency 3D synchronization technology users can interact with each other, manipulate 3D/2D elements (i.e.: slides, videos, 3D models), and enjoy unique content such as live 3D videos. Our multi-users shared experience enables people to join a training session from anywhere in the world using different devices and also a built-in audio/video communication and chat system allows achieving a seamless user interaction without using additional hardware such as smartphones or tablets.

filo | **tata**

Sector: Internet of Things, Baby Tech, Tracking, Family and Lifestyle, High-Tech Retailing/E-Commerce, IoT/Sensors, Startups, Vehicle Tech

Filo S.r.l.

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Filo is a smart tech company operating in the IoT business. Tata is a baby IoT consumer brand of Filo which aims to give parents the right tools to face modern family challenges. The first product is Tata Pad: a smart cushion for baby's car seats that prevents a child from being left in the car thanks to its adaptive smart alarm system.





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fleeptech

Every object deserves intelligence

FLEEP Technologies S.r.l.

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Sector: Semiconductors, Printed Electronics, Flexible Electronics

FLEEPtech enables the next generation of smart objects through conformable, flexible and sustainable microchips. FLEEPtech is a deeptech semiconductor company that developed a proprietary process for the manufacturing of flexible and recyclable integrated circuits based on Organic Thin Film Transistors (OTFTs). The technology has been developed in 8+ years in the Istituto Italiano di Tecnologia, of which the company is an official spin-off. The company denominated its proprietary process PrintIC, which owes its name to the fact that the process pivots around the use of scalable printing techniques and recyclable carbon-based materials to realize electronic devices. The company targets Low-Mid Volume/High Margin markets and find first application in the biomedical industry for continuous monitoring devices and smart-packaging for new product interaction.





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LEDCOM

INTERNATIONAL

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Fabio Salierno

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Sector: 6G Smart City

Ledcom's CellLED® project transforms street lights into a 6G broadband mobile communications base station without additional equipment. It provides energy savings offering to the 5G network Operators a new infrastructure reducing their current congestion, extending/successfully deploy 5G advanced Services, reducing electromagnetic radiation pollution.





myAppFree

Sector: Mobile Marketing

MYAPPFREE S.p.a.

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Massimo Caroli
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MyAppFree is a cross-device mobile app marketing platform fueled by data that helps companies acquire new users at scale using in-house solutions designed to drive the most engaging advertising experience.





My Money

Sector: Biometric Payments

My-Money

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Mara Vendramin

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MY MONEY is a patented payment system device-free and based on pure biometrics. The future of payments is Biometric. Already point of sales devices are being deployed with biometric authentication and **MY-MONEY** is the global payments network and platform to manage this technology. My-Money will replace payments by card and telephone with payments by fingerprint.

In fact biometric payment systems are the most secure payment method in the market today: we are GDPR and PSD2 compliant e we meet the criteria of the Strong Customer Authentication. My-Money is practical: it's a device-free payment: from now on you will no longer have with you a credit card, cash or the phone: just reach the finger out and pay. My-Money: the world on your fingertip.



NEXT VISION

Spin-off of the University of Catania

Sector: ICT, IT

Next Vision S.r.l.

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Next Vision designs and develops AI algorithms to transform images and video acquired with fixed, mobile and wearable cameras into information. Solutions are aimed to bring innovation in environments where humans live and work through understanding the environments and assisting humans with augmented and mixed reality, detecting and recognising objects observed by the users, predicting the next active objects in the scene, anticipating and recognising human-object interactions, anticipating and recognising human actions, localizing humans and objects in the environments, understanding and analysing humans' behaviour. Next Vision offer consulting for innovative AI-based products, R&D and management in projects, as well as tailored training courses on image processing, pattern recognition, machine learning, and artificial intelligence.





Emoticon S.r.l.

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Sector: interactive video advertising

Phlay is a Media&Tech company operating in the Interactive video digital market. Our patented technology thanks to AI and Machine Learning offers to advertisers an innovative tool that fits all the needs of message personalization with Interactive video, shoppable experience and playable ads.

The Founder is Mario Amura winner of "David di Donatello" award of the Italian Cinema Academy. Mario is an experienced technology inventor and entrepreneur with an extensive network in the Media Market. Phlay team with groundbreaking technology is working on the future of creativity in the Metaverso.





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*Sector: patent research and development - innovative products
and services*

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**R&S SOLUTIONS presents: IRONSLAP patent
universal IoT support for smartphones - R&S
Gaming team of games and applications
production XR technology**





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Sector: IoT, Cyber Security, Certification, Cryptography

Security Pattern is an innovative start-up founded in 2017 in Italy, its core business is consultancy and development of innovative security solutions for embedded systems. Security Pattern supports customers from the initial phase of the project with the definition of security requirements, selection of building blocks, development of hardware and software components for ASIC, FPGA and microcontrollers. Security Pattern provide development methodologies for customers who need to demonstrate a ‘secure by design’ approach like in the cases of Common Criteria, ISA/IEC 62443 or ISO 27001. The two founders, Guido Bertoni and Filippo Melzani, come from a long experience in a multinational semiconductor company, performing R&D in the field of cryptography, secure communication protocols, implementation of cryptographic algorithms secure against side-channel and fault attacks. Security Pattern is the first Italian Cyber Security company awarded by the IEC 62443-4-1: 2018 certification.



Sector: Life Science

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S1 is the only patented technology in the world that through IoT air quality sensors, to know how is the condition of your indoor spaces, and with AI allow to automate and certificate the sanification process of indoor spaces and surfaces today carried out by qualified employees from cleaning and facility companies.



Sector: IoT & energy

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DIGITAL LIFE SIMPLIFIER

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Tecnojest is a Technology company working on IoT and Unified Communication since 2001 integrated Building Automation, Energy saving, Telephone services, Multimedia broadcasting, Mobile applications office and industry services.

We develop hardware and software platform called O²IP (Office Over Ip) that offers a full range of services distinguished by fog computing services using a full stack cloud approach.

Our solution offer a unique heterogeneous solution to B2B partner like System Integrators, Carriers, BMS Companies, Facility Management or Energy Management Companies.

During MWC2022, the market will get an exclusive preview of our disruptive idea in the world of energy called **SOCIAL ENERGY**: a Smart Wall box that integrate in one device different functionalities: Evse, mini-Grid and micro-Grid, Unified Communication, IoT and Social.



Sector: IT

Y O U B I Q U O

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Industry+

A Smart Glasses specifically designed for maintenance operations and production procedures.

Equipped with fingerprint identification feature Holo Industry+ with 50° FOV ensures security and the function of call with shared vision allows remote assistance and guidance to train, record and certify maintenance operations.

LeonARdo Augmented Reality Smart Glass embedded with advanced metrology sensors and high resolution/depth cameras will allow to perform Quality inspection and Maintenance operations along production lines, reducing the time to detect and time to resolve, increasing productivity in manufacturing. The technology will allow a leap in performances of on field operations, where visual inspection by remote expert could be strength by computer vision algorithms combined with accurate measurements and artificial intelligence elaborations.





Enabling IoT

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Emanuela Cecchetti

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Zerynth helps companies easily get their industrial processes digitized and bring innovative connected products to the world. The Zerynth IoT Platform is a full set of hardware-software tools designed by IoT experts to enable digital transformation in a fast, flexible, and secure way. Founded in 2015, Zerynth has grown steadily. Today Zerynth has 35+ team members with deep IoT expertise and industry knowledge with over 100 customers across many industries. Headquartered in Italy, Zerynth provides support globally thanks to an extensive network of partners in Europe and pan-global locations.





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