



**DIGITAL
MAGICS**

The Business "Booster" for the Digital Made in Italy

*"We at Digital Magics are startup builders.
We like to build innovative companies alongside talented
young entrepreneurs, by identifying ideas and transforming them
into successful businesses"*

Enrico Gasperini, founder of Digital Magics

November 2020

DIGITAL MAGICS | ABOUT US

Digital Magics is unique on a national and international level: it is the leading Business Incubator in Italy, with 9 regional offices, supporting and promoting the growth of innovative new companies (startups) through technological and digital assets, investing and working alongside founders and offering incubation services for business development. Digital Magics offers support to startups on an industrial level to transform their plans into

successful companies.

In partnership with **Talent Garden and Tamburi Investment Partners**, Digital Magics, listed on the AIM Italia market of the Borsa Italiana (Italian Stock Exchange), has created the most important innovation platform for **Digital Made in Italy**, which, in addition to providing support to innovative startups, offers **Open Innovation** services to bring the industry closer to the world of digital innovation.

DIGITAL MAGICS | THE DIGITAL MARKET IN ITALY

€69.7 BN forecast in 2020

-3.1% compared to 2019

according to the IMF, the Italian **GDP**
will drop by **>10%** in 2020

Double-digit growth

Wearable devices (+12%), IoT (+14.2%), Cloud
(+22%), Big Data (+14.7%), Cybersecurity (+13.9%)
AI – Cognitive Computing (+47.1%) and Blockchain
(+49.6%)

> 11,000

innovative Startups
that employ over

65,000 people

total production amounts to **€1.9 BN**

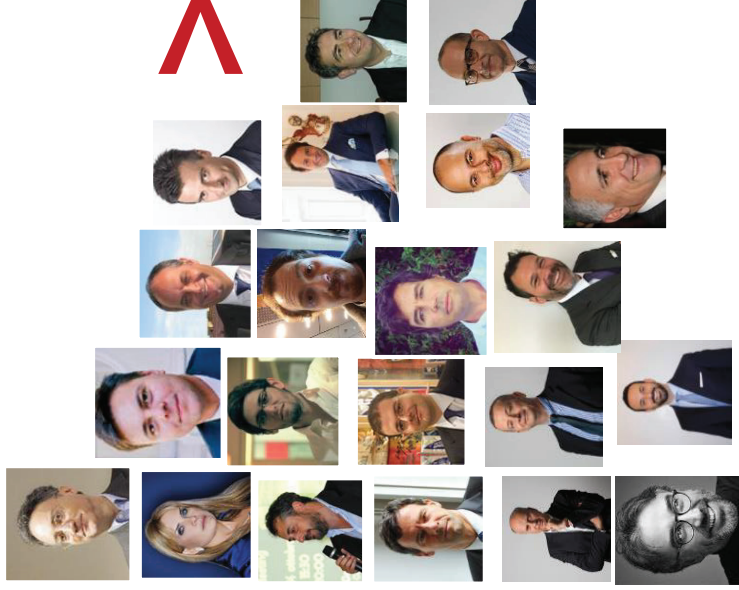
€694 M

Total investment
in Italian startups in **2019**
(+17% vs 2018)



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THE TEAM

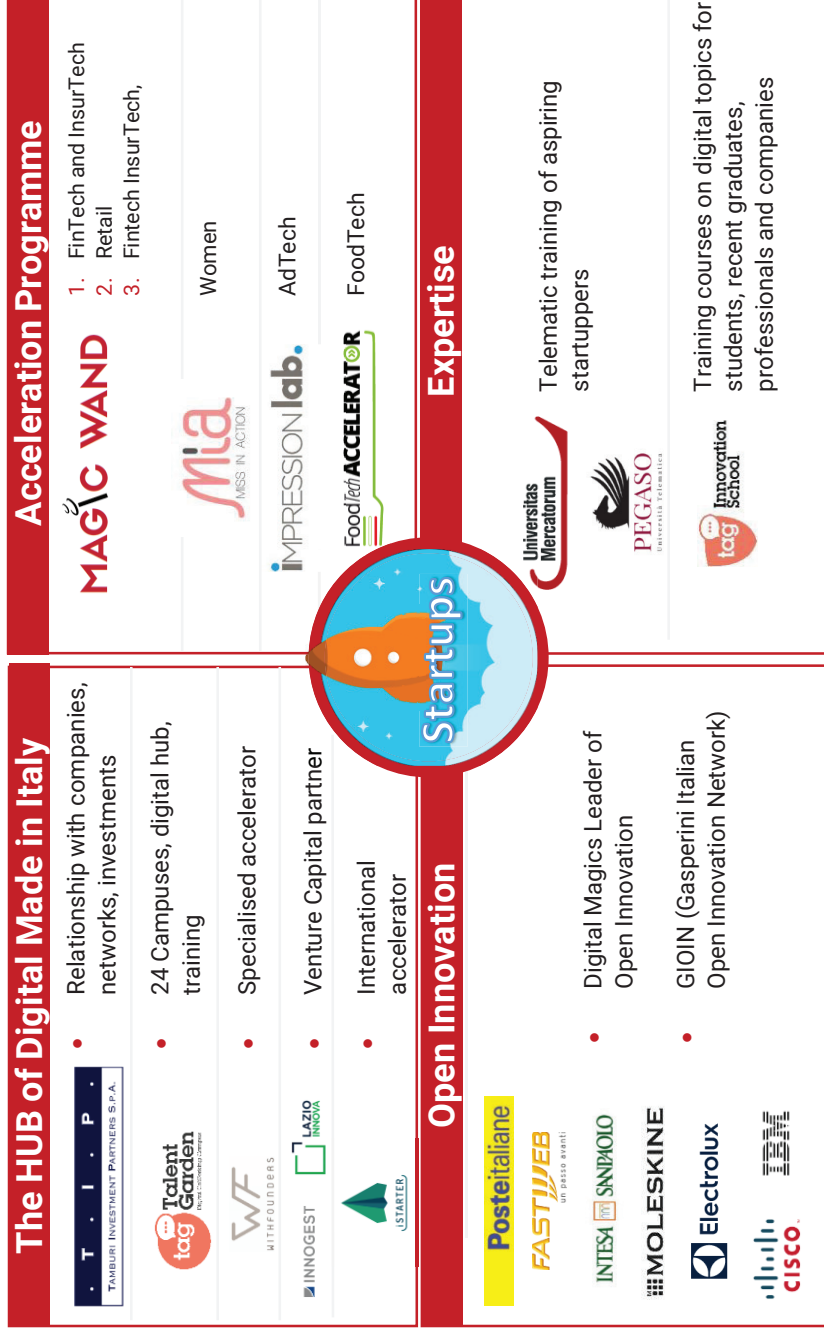


> 300 years of
experience
in digital
technologies



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BUSINESS MODEL AND ECOSYSTEM





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DIGITAL STARTUPS AND SCALEUPS

SELECTION AND ADMISSION ▲ ACCELERATION ▲ INCUBATION MANAGEMENT EXIT ▲

Seed Financing

More than **100 million euros raised** between **2011** and **31 December 2019** for Digital Magics startups



The first investments have already been made (**Talent Garden**, **Centy** and **Buzzoole**) along with **StarTIP**, an investment vehicle created at the end of 2017 with an allocation of **€100 million** for the development of the Italian innovation ecosystem



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NEWS RELEVANT TO THE "DL RILANCIO" (RELAUNCH DECREE)

With the publication of the Relaunch Decree, focus on the startup ecosystem has become particularly relevant:

- **€100 M:** refinancing of incentives granted for soft loans
- **€200 M:** to the National Innovation Fund (FNI) to support capital investments, also valid for convertible bonds
- **€200 M:** increase in the SME Guarantee Fund
- **€500 M:** to incentivise technology transfer
- Increase in **tax deduction** for investment in innovative startups **from 30% to 50%**
- **12-month** extension of registration in the "innovative startups" register with maintenance of the incentives provided

In recent months, **CDP Venture Capital Sgr** has invested approximately **€1.9 million in 7 startups** in the Digital Magics portfolio, through the Accelerators Fund and the participation of the Italia Venture II Fund. **The total funding of these startups amounted to €4 million**



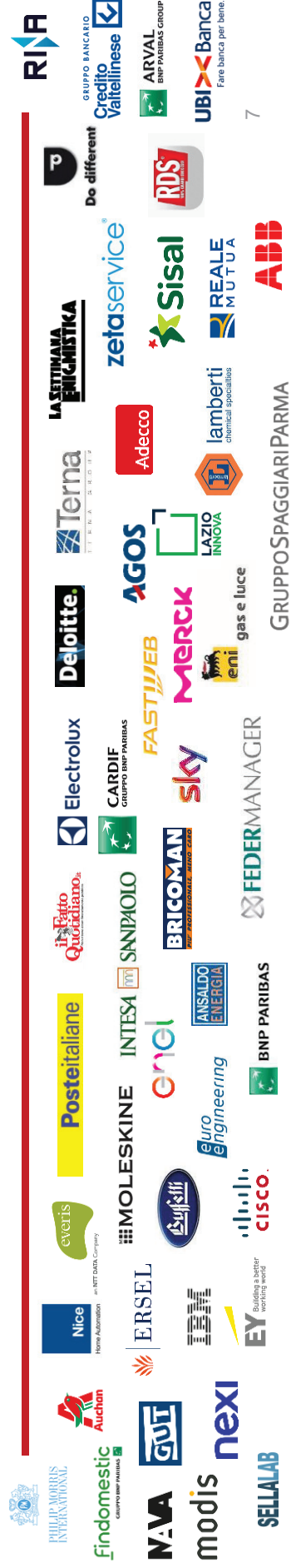
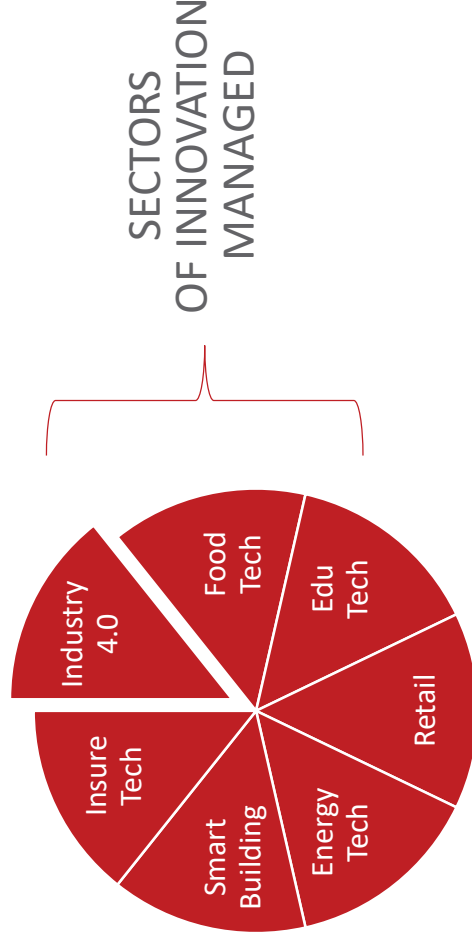
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OPEN INNOVATION: KPI

>70 OPEN INNOVATION PROJECTS
MANAGED

> 3500 PARTICIPATING
STARTUPS

> 700 SELECTED STARTUPS





**know it
face it
rather than endure it**

disruption
/dɪsˈrʌpʃn/

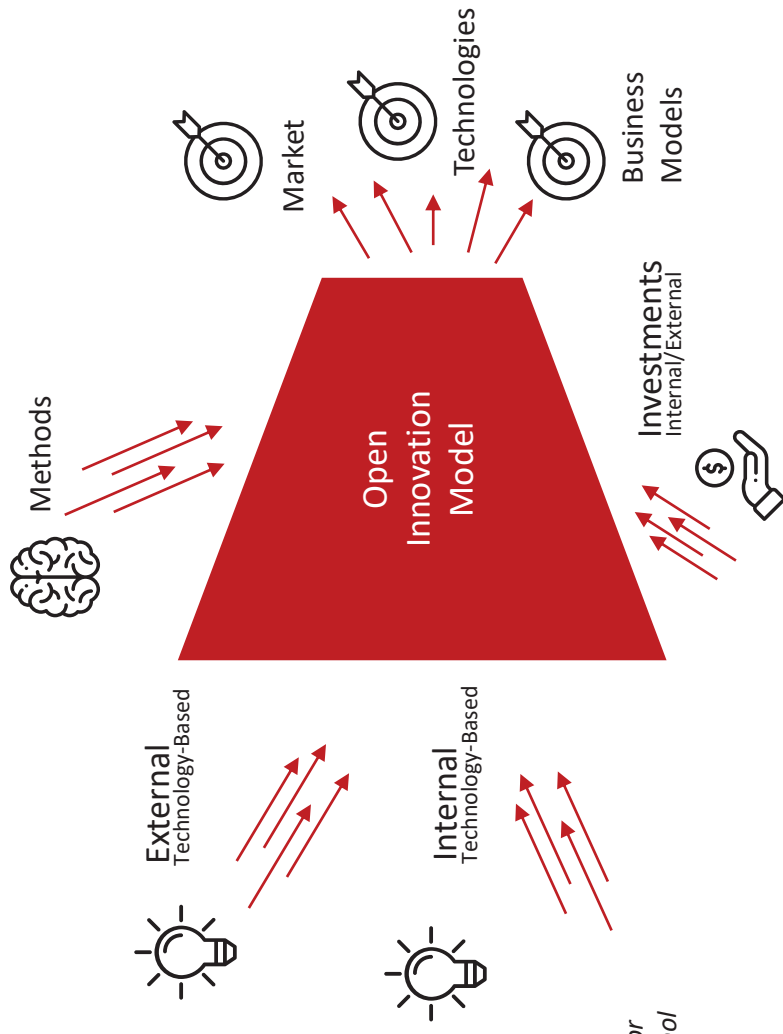
{ Drastically alter or destroy the
structure of (something) }



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HOW? WITH OPEN INNOVATION

"Open innovation is a paradigm that affirms that companies can and must make use of external ideas, as well as internal ones, and access internal and external paths to markets if they want to progress in their technological skills."



Chesbrough H. (2003), *Open Innovation: The New Imperative for Creating and Profiting from Technology*, Harvard Business School Press, Boston.



OUR APPROACH

How to innovate in "traditional" companies through Digital Startups and Scaleups:

**Education
and training**
in innovation
for businesses

**Call for
Innovation**
focused on the
research
objectives of
startups that
can offer
solutions to
clients'
companies

Acceleration
Programmes
and Vertical
Incubators
within the
company

Support for
**creating
commercial
agreements** or
CVCs

Effective and efficient concrete solutions



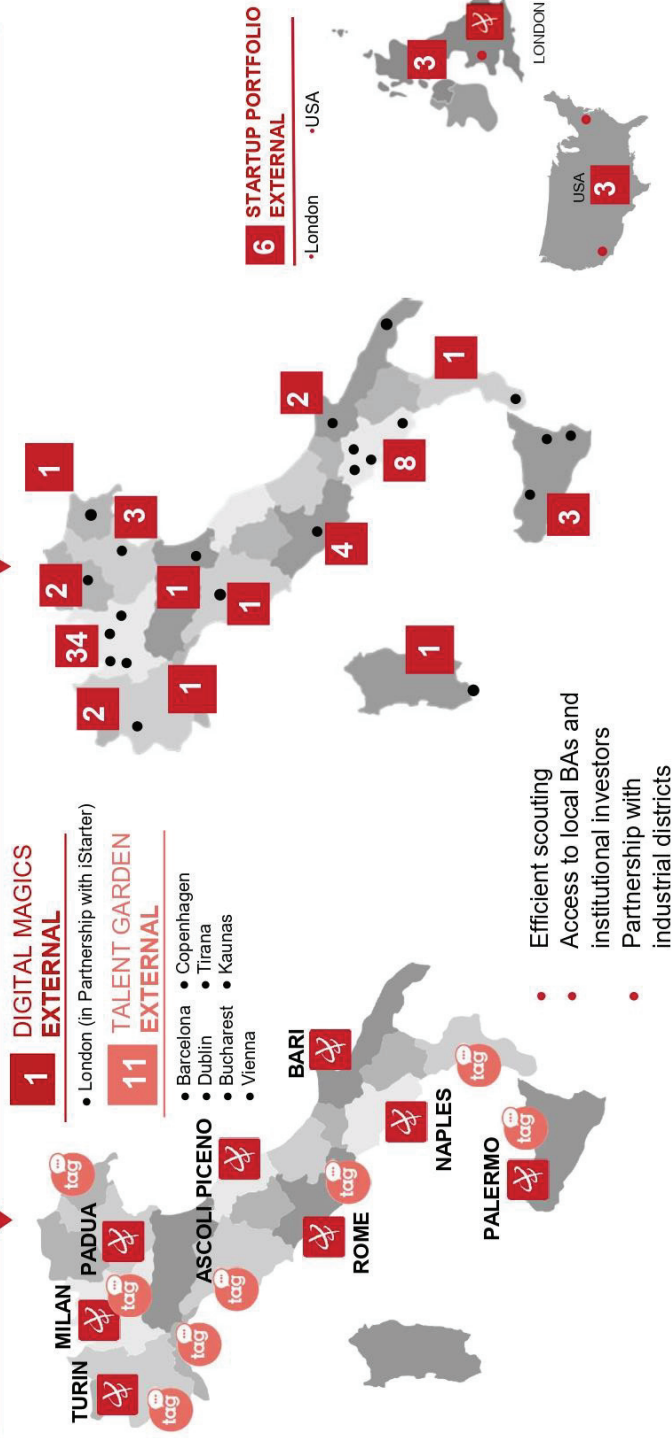
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STARTUPS AND REGIONS

70 active participations (as of 30/6/2020) - 8 sectors

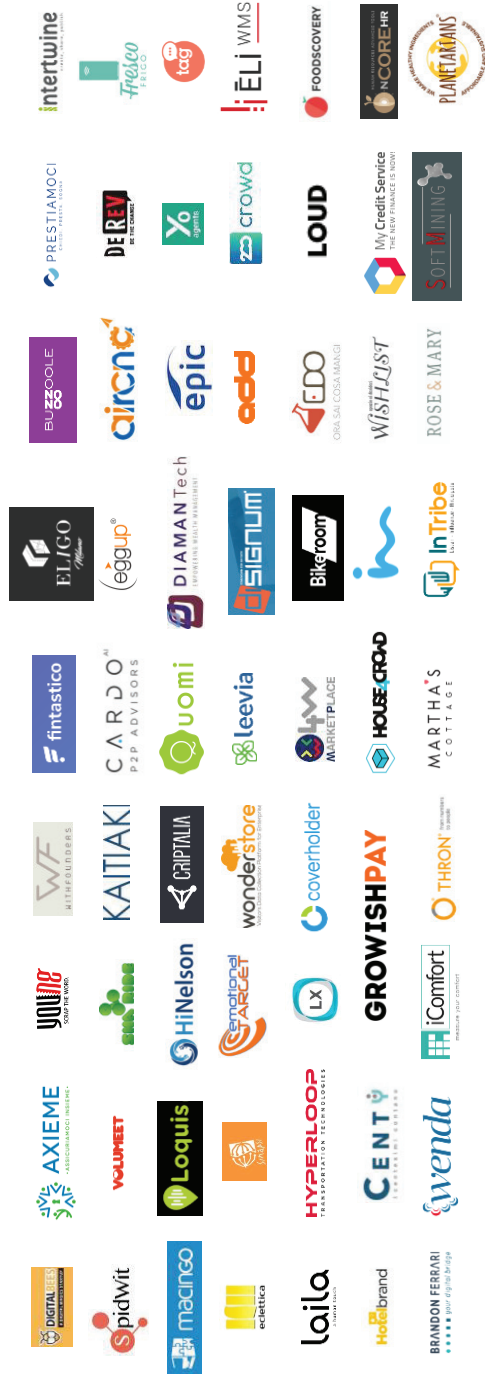
LOCATIONS

NATIONAL AND INTERNATIONAL STARTUPS



DIGITAL MAGICS | OUR PORTFOLIO

The **70 companies operating** on 30 June 2020 registered an **aggregate turnover of €78 million** in 2019, with a **CAGR of 40%** over the **2016-2019 period**

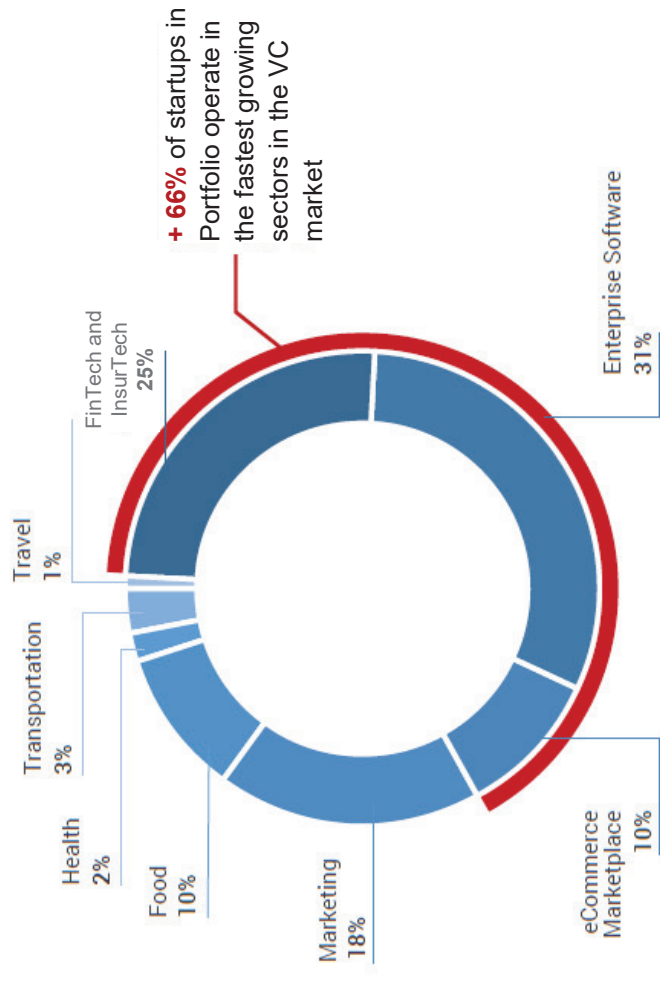




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SECTORS MANAGED

+ ARTIFICIAL INTELLIGENCE, BUSINESS 4.0 AND BLOCKCHAIN





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From Talent to IPO

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