



DIGITAL MAGICS

The Business «Booster» for the Digital Made in Italy

*"At Digital Magics, we are startup builders.
We are not just a fund, we are not just an accelerator.
We like to do more: building enterprises along with the talents and the young company
founders, identifying ideas and turning them into business"*

Enrico Gasperini, Founder of Digital Magics

JUNE 2019

THE DIGITAL MARKET IN ITALY

> €70 BN in 2018

> €72 BN Forecast in 2019

+2,5%

(growing for the last four years)

**Double digit growth
in innovative sectors**

Industry 4.0 (+18%), IoT (+19%),
Cloud (+23%), Big Data (+18%), AI
(+69%) and Blockchain (+25%)

> 10,000

the innovative startups
that employ over

53,700 professionals

€598 M

total investments
in Italian startups

2018

(+81% vs year 2017)

Source: Anitec-Assinform; InfoCamere - startup.registroimprese.it; Osservatorio Startup Hi-tech School of Management Politecnico di Milano

DIGITAL MAGICS TEAM

**> 300 years of
combined digital
experience**

**The team holds more
than 28% of the shares
and is incentivised by a
major stock option plan**

**TIP, strategic
shareholder, holds
22.72%**



DIGITAL MAGICS NEWS

STARTUPS PORTFOLIO

- **Aggregate Turnover 2018 62 companies** present in portfolio: **56.2 million EUR. CAGR 2015-2018: 40%**
- **Investment round: 44 million EUR for Talent Garden. StarTIP** oversaw the operation
- **Capital increase: 7.8 million EUR for Buzzoole. StarTIP** among the involved investors

OPEN INNOVATION

ACCELERATION PROGRAM

- **MIA – Miss in Action:** dedicated to the startups and innovative SMEs led by women
- **MAGIC WAND RETAIL REVOLUTION:** dedicated to the startups that operate in the retail sector

HIGHLIGHTS

- **Net Profit 2018 equal to 0.4 Million EUR and proposed dividend** of 0.05 EUR per share **in favour of shareholders** of Digital Magics
- **Digital Magics Adriatico in Ascoli Piceno with Hub21:** ninth branch of the incubator to support the innovation ecosystem in Marche, Emilia Romagna, Abruzzo, Molise and Umbria
- **3.6 Million EUR with over 3.2 million capital gain:** Digital Magics transfers about half of its shares to Talent Garden

DIGITAL MAGICS HIGHLIGHTS 2018

- **62 ACTIVE STARTUPS** (29 Innovative Startups, 15 Innovative SMEs)
- **14 NEW PARTICIPATIONS:** Axieme, Coverholder, DIAMANTech, Moneymour e MyCreditService, Cardo, WonderStore, Kaitiaki, Aircnc, ELI WMS, House4Crowd, Laila, Loud, Tripoow
- **DEALFLOW:** >1.500
- **INVESTMENTS IN PORTFOLIO:** €2.3 M
- **OPEN INNOVATION:** 10 new programs
- **NET FINANCIAL POSITION:** active for €3 M (€2.4 M as of 12/31/2017)
- **BANK DEBT:** €3.7 M (€3.8 M as of 12/31/2017)
of which €2.2 M medium/long term (€2.7 M as of 12/31/2017)
- **CASH AND CASH EQUIVALENTS:** €6.7 M (€6.2 M as of 12/31/2017)
- **RESULT FOR THE YEAR:** €0.4 M
(€-6.8 M as of 12/31/2017)
- **PROPOSED DIVIDEND OF:** €0,05 per share
- **REVENUES:** €2.6 M (+27%)
- **EBITDA:** €-347 K showing a strong improvement
(negative for €638 K as of 12/31/2017)

Share Price 05/30/2019 €5.86

Target Price €7.80
(Bank Akros 05/31/2019)

DIGITAL MAGICS: THE INCUBATOR LISTED ON THE ITALIAN STOCK EXCHANGE



SELECTION AND ENTRANCE

ACCELERATION

INCUBATION

MANAGEMENT

EXIT

Seed Financing (*Club Deal*)

Raised over **63 million EUR** from 2011 up to December 31, 2018

26 million
invested by
Digital Magics



37 million
invested by
third parties

Since the beginning of 2018 we have realised the first investments with **StarTIP** – the financial vehicle born at the end of 2017 with a budget of **100 million** EUR: **Talent Garden**, **Centy** and **Buzzoole**. Digital Magics startups can rely on an additional support for the rounds following the SEED stage, thus reducing the classical restrictions of VCs (**EXIT/TIME**)

BUSINESS MODEL AND ECOSYSTEM

Digital Made in Italy



- Relations with companies, networking, investments



- 23 Coworking campuses in EU, Digital Hub, training



- Dedicated Accelerator



- Venture Capital partner



- International Accelerator

Acceleration Program



1. Retail
2. FinTech and InsurTech



Women



AdTech



FoodTech

Open Innovation

Startup

Training

Posteitaliane



- Digital Magics Leader of Open Innovation
- GIOIN (Gasperini Italian Open Innovation Network)



Telematic training of aspiring startupper



Training courses on digital topics addressed to students, new graduates, professionals and companies

DIGITAL MAGICS STARTUPS & TERRITORIES

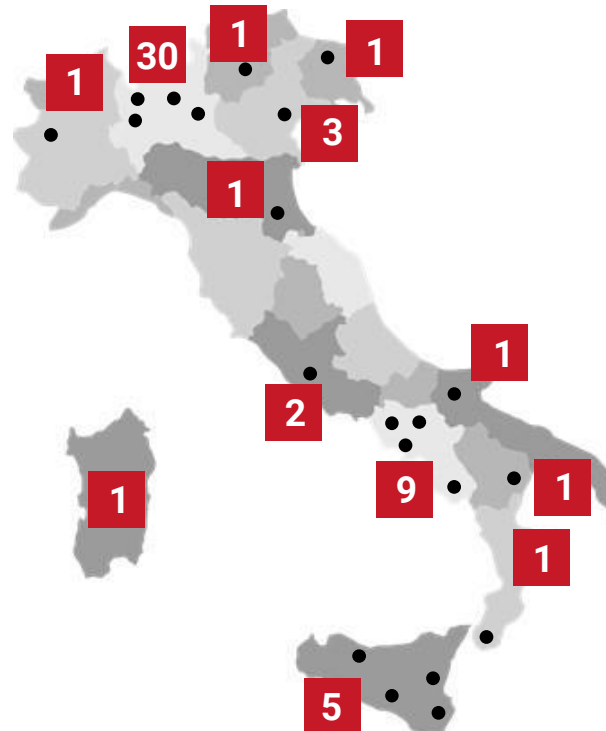
62 active participations (58 in 2017) - 9 sectors

BRANCHES



- Efficient Scouting
- Access for local BAs and institutional investors
- Partnership with industrial districts

NATIONAL & INTERNATIONAL STARTUPS



1 DIGITAL MAGICS ABROAD

- London (partnership with iStarter)

5 STARTUP PORTFOLIO ABROAD

- London
- USA



DIGITAL MAGICS PORTFOLIO

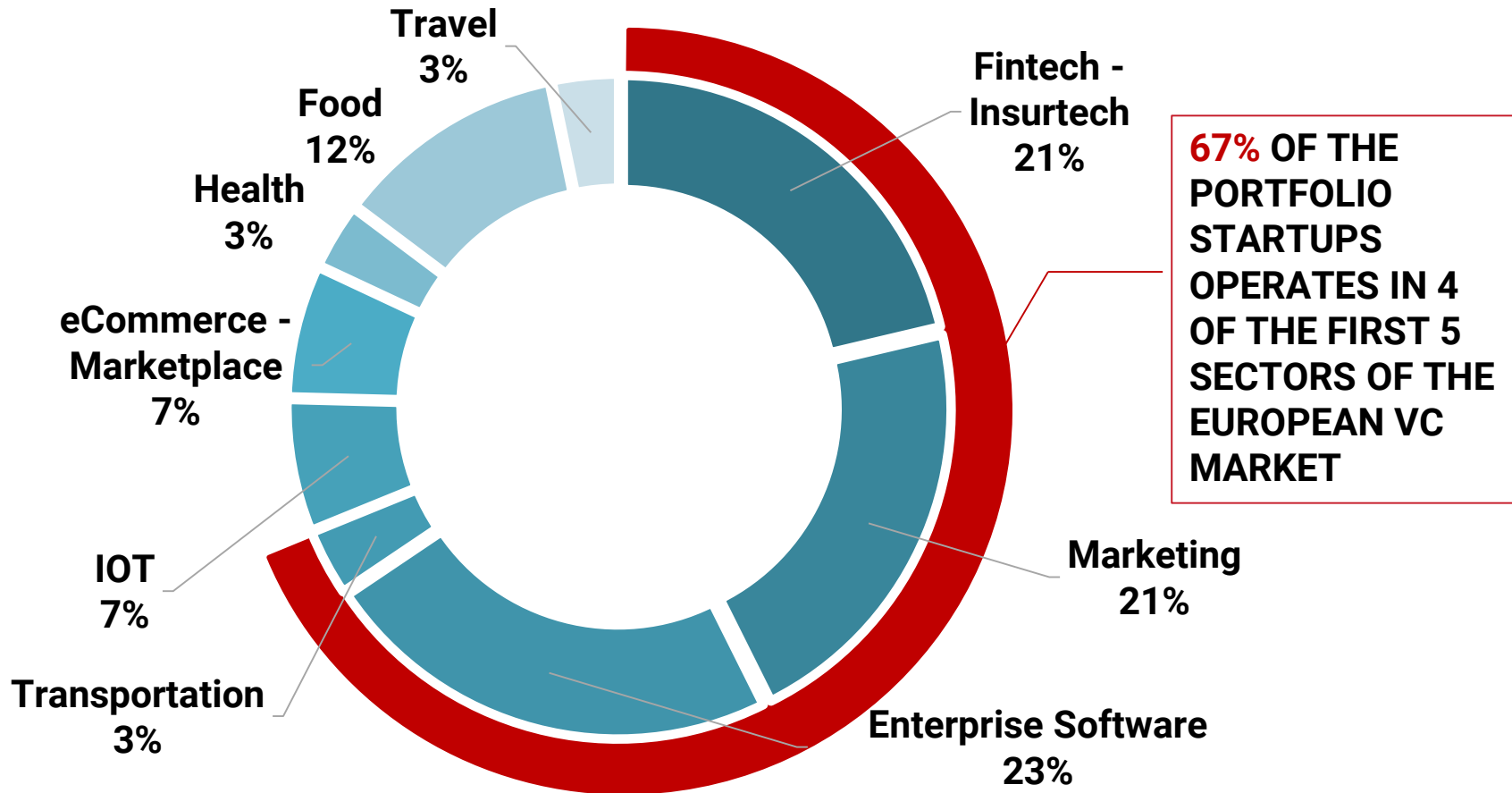
At December 31 2018 the **62 operating companies** registered an **aggregate turnover of 56.2 million EUR**, with a **CAGR for the period 2015-2018 of 40%**



*via Withfounders

DIGITAL MAGICS 9 SECTORS

+ ARTIFICIAL INTELLIGENCE, INDUSTRY 4.0 AND BLOCKCHAIN





DIGITAL MAGICS

From Talent to IPO

Thanks for following us!

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