



DIGITAL MAGICS

DIGITAL MADE IN ITALY THE LEADING INNOVATION HUB

Alberto Fioravanti - Founder & Partner
Alessandro Malacart - Co-CEO & Partner

Borsa Italiana, 19th November 2015

WE BUILD DIGITAL COMPANIES

**HELPING DIGITAL STARTUP AND SCALEUP GROW
*FROM TALENT TO IPO***

TO START

**Co-found startups
and spin-off**

With the financial and
business support
**of our investor
network**



TO GROW

**DM-Lab: Full
Support
and mentorship**
to speed up growth and
achieve a good degree
of operation and
autonomy



TO SUCCEED

**Full support for
IPO's**



DIGITAL MAGICS TEAM

EXPERIENCED ENTREPRENEURS



Enrico Gasperini
Founder

Our purpose is to identify disruptive ideas, to build startups and to deliver excellence. We are specialized in digital economy.



Alberto Fioravanti



Alessandro Malacart



Gabriele Ronchini



Layla Pavone



Edmondo Sparano



Gennaro Tesone



Michele Novelli



Antonello Carlucci



Stefano Miari



Gabriele Gresta



Luca Giacometti



Claudio Berretti



Davide Dattoli

Our team is made up of professionals very much consistent, passionate and committed.

We are pioneers in digital investment sector.

DIGITAL MAGICS DEALFLOW

**MORE THAN 1500
PITCHES
EXAMINED EACH
YEAR**

- OVER **1000 PITCHES** SENT EACH YEAR
- OVER **500 LOCAL STARTUPS DISCOVERED** BY PARTNERS
- ALMOST **500 MEETINGS** WITH STARTUPPERS
- **100 DEPTH MEETINGS**
- **10 NEW STARTUPS FOUNDED** EACH YEAR

**FROM 2011
UP TO NOW
57 STARTUPS
INCUBATED**

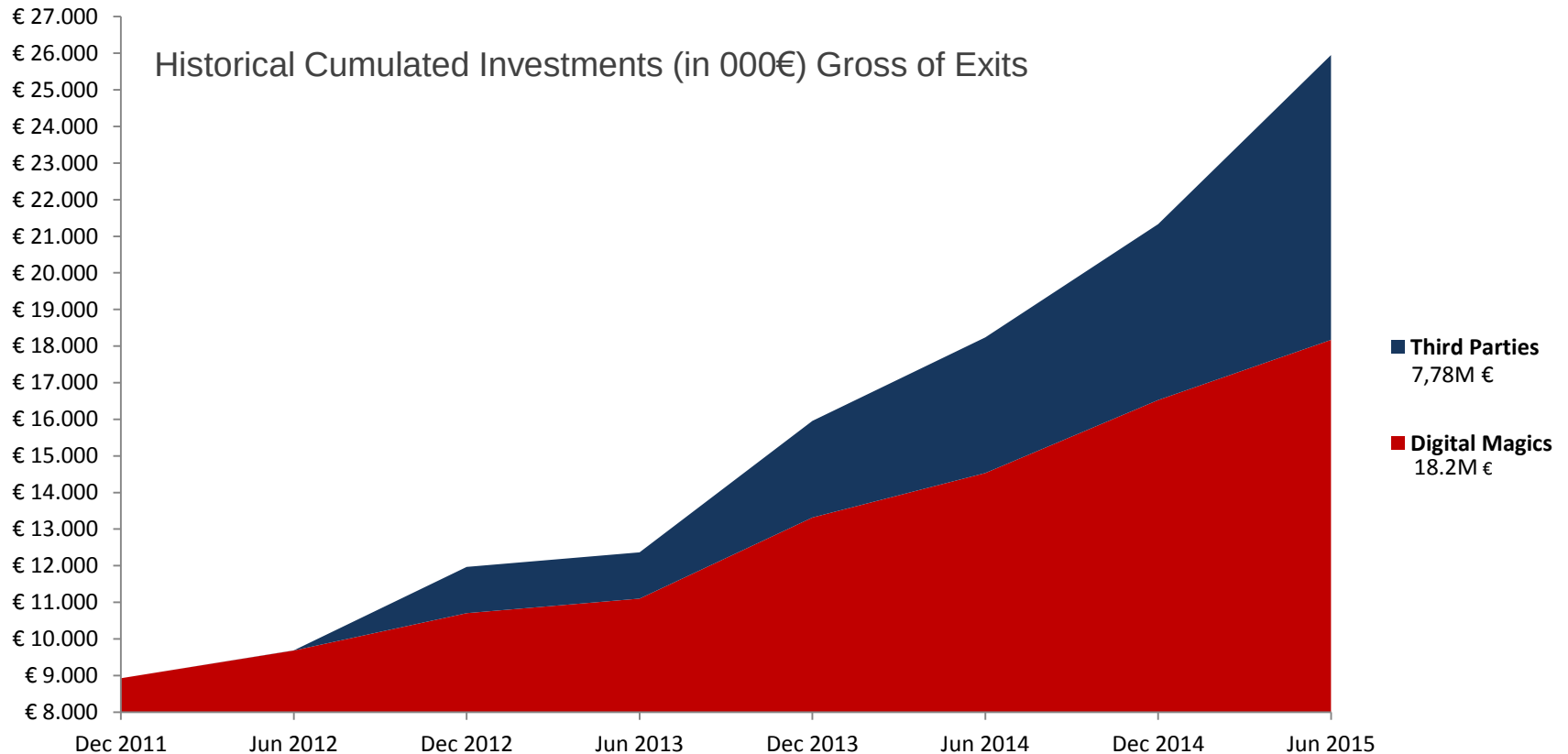
- **€18.2 M INVESTED**
- MORE THAN **300 JOBS CREATED**

6 EXITS

- **5 WRITE-OFFS**
- **5M € FROM EXITS RE-INVESTED**
- ABOUT **30% AVERAGE IRR**

AGGREGATE FUNDING Dec 2011 – Jun 2015

OVERALL 18.2M€ INVESTED BY DIGITAL MAGICS, 7.78M€ BY THIRD PARTIES



49 PORTFOLIO STARTUP

BY SECTOR OF OPERATIONS

DIGITAL MEDIA



FINANCIAL TECH



B2B TECH



INTERNET OF THINGS



DIGITAL MARCOM



E-COMMERCE



TRAVEL TECH



2015 HIGHLIGHTS UP TO DATE



- DADA invested 2,1M€ in 4w MarketPlace for 25%, a DM scaleup
 - Goal → to create the first Italian ad-network of digital adv belonging to 4w MarketPlace and ProAdv/Simply (DADA business unit)
 - Means → the integration of innovative technology platform

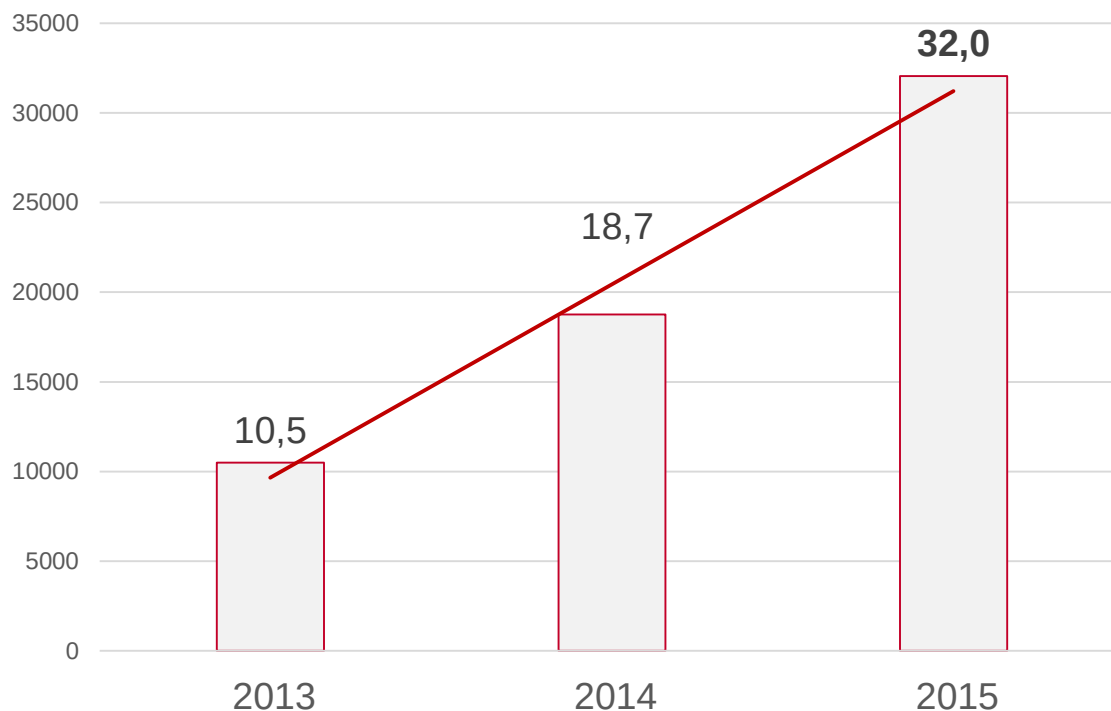


- 49 Total Startups Portfolio
- 12 New Startups invested so far, of which :
 - - 6 at 30 June 2015 : **WIKIRE**, **Almadom.us**, **Pneusmart**, **WishList**, **Relov**, **Jumpstarter**
 - - 3 from 30 June up to date : **WeBeers**, **ProfumeriaWeb.com**, **Quomi**
 - - 5 potential incoming
 - - 1 Write off: DigitalMagics BH

DIGITAL MAGICS AGGREGATE REVENUES UP TO DATE

REVENUES TREND (+ 205% vs 2013, +74% vs 2014)

Aggregate Revenues Euro/mIn



ACTION PLAN 2015-2018



- 100 NEW STARTUPS IN 2 YEARS, 200 IN 5 YEARS
- AGGREGATE REVENUES: €100M IN 2 YEARS
- 50 TAG CAMPUSES IN EUROPE
- LEADERSHIP IN OPEN INNOVATION

2015 DM ROUND

SHARE CAPITAL INCREASE ENDED IN MAY



- Full subscription of the offer of **1,008,183** new ordinary shares of DIGITAL MAGICS S.p.A. for a countervalue of **€ 4,990,505.85**
- Total value of the request: **€ 6,078,699** - inclusive of the exercise of the option rights and the demands in preemption
- TIP invested **€ 2.000.000** with the possibility to invest further **€500.000**. This will allow to consolidate DM open innovation programs and support the digitalization of Italian excellence.
- Also considering the success of the capital increase, DM decided to invest other **€ 585.000** in Talent Garden.

2015 NEWS

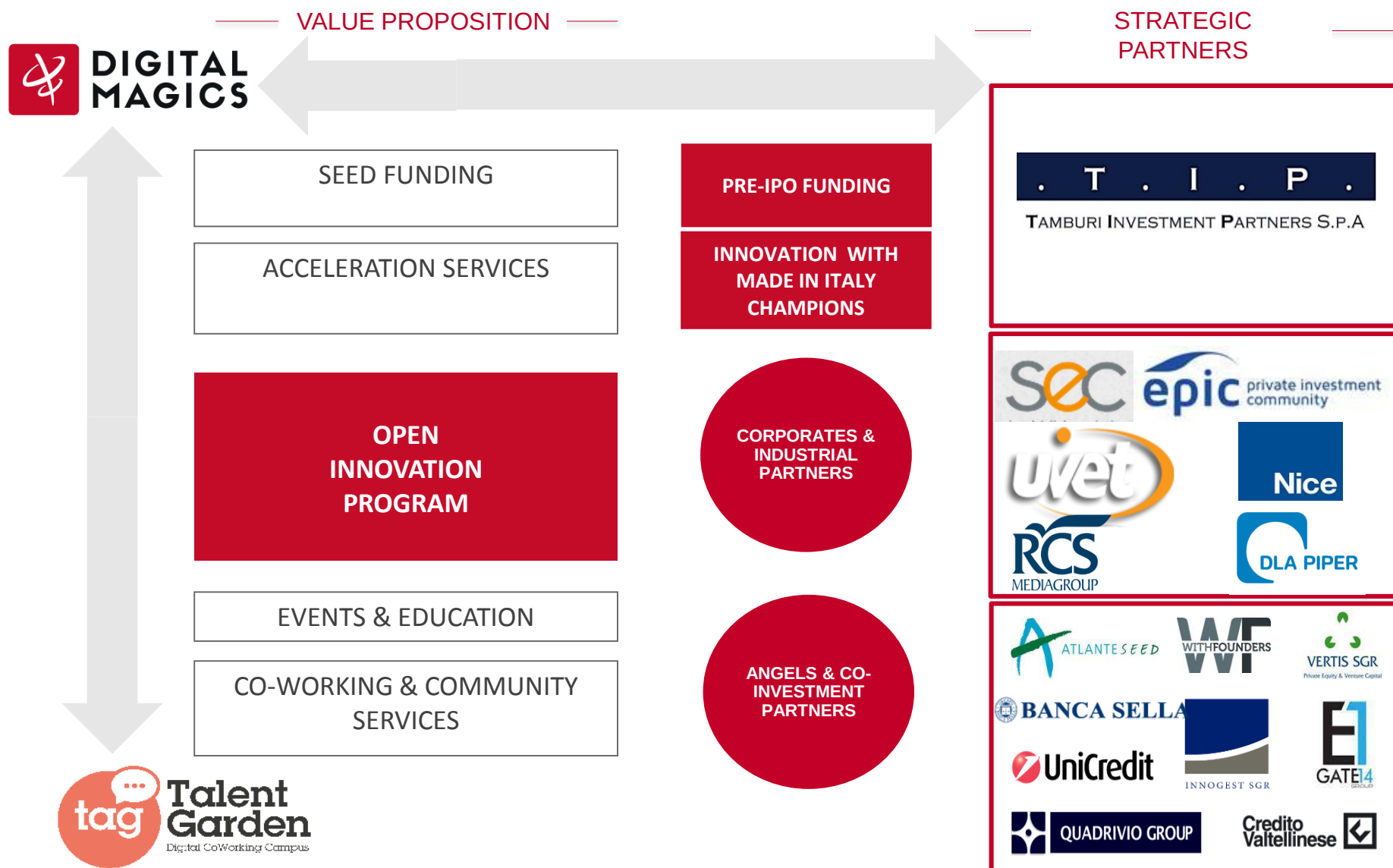
FOUND THE LEADING INNOVATION HUB FOR DIGITAL MADE IN ITALY WITH TALENT GARDEN AND TAMBURI INVESTMENT PARTNERS



- Strengthening the platform for DIGITAL MADE IN ITALY in partnership with TAG and TIP
- Consultancy, advisory and educational services for corporates interested in open innovation
- Extension of the acceleration services throughout the TAG campuses
- Epic Platform & Alliances for Extend the co-founders Digital Magics Angel Network

THE LEADING PLATFORM FOR DIGITAL MADE IN ITALY

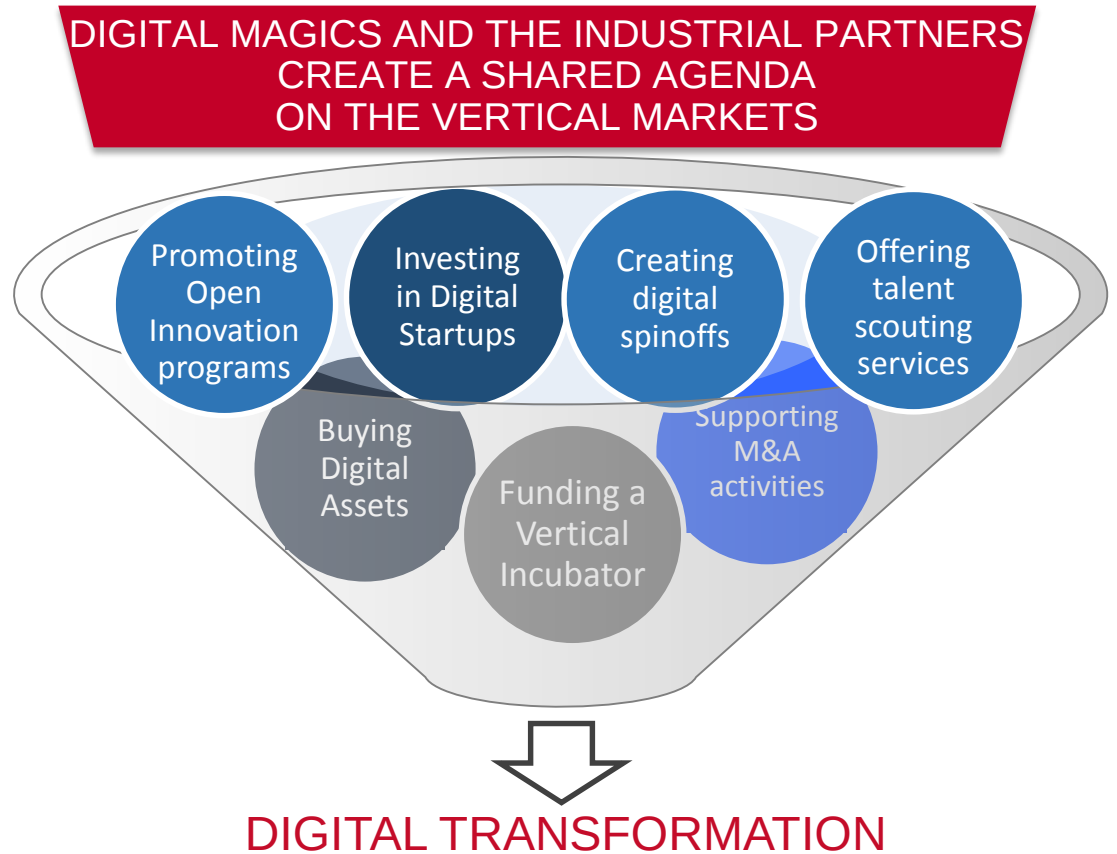
WITH TALENT GARDEN AND TAMBURI INVESTMENT PARTNERS



WE HELP CORPORATES LEAD THE DIGITAL INNOVATION

WITH DEEP OPEN INNOVATION PROGRAMS (DM+TAG)

- The Open Innovation program has the objective to **support corporations** during their digitalization/innovation processes.
- The program combines the **expertise of industrial partners** with the **digital acceleration expertise** of DM.



WE HELP CORPORATES LEAD THE DIGITAL INNOVATION

OPEN INNOVATION PROGRAMS WITH IMPORTANT FIRMS



THE MARKET OPPORTUNITY

THE ITALIAN DIGITAL ECONOMY GROWTH



DIGITAL
REVOLUTION



PRIVATE
RESOURCES



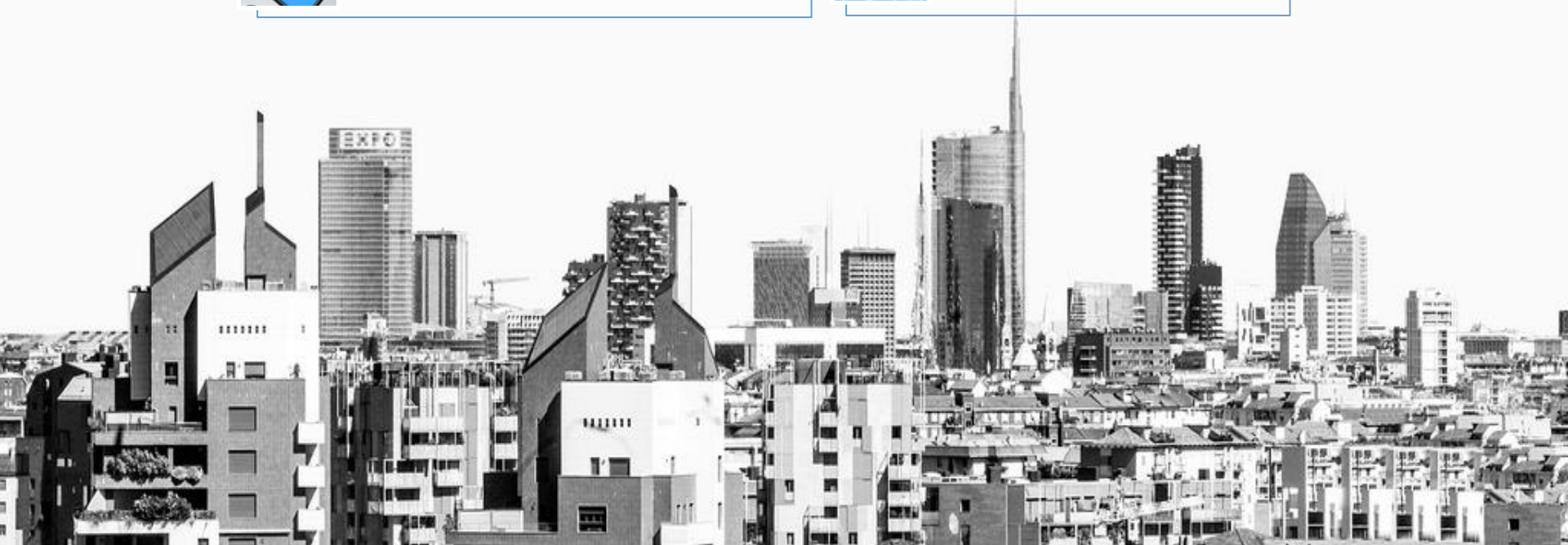
A NEW
LEGISLATION



5000 HIGH TECH
STARTUPS



AIM MARKET
GROWING



PROBLEMS & SOLUTIONS



STILL VERY POOR
VC INVESTMENTS

We elaborated **8 proposals** to the Italian Government to promote and to enhance the innovation ecosystem

1. TAX RELIEF FOR STARTUPS

2. STARTUP: VEHICLE OF OPEN INNOVATION FOR SMEs

3. UPGRADING CROWDFUNDING

4. INVESTMENTS IN INNOVATION BY UCIs



5. ASSET MANAGEMENT INDUSTRY AND STARTUPS

6. MATCHING FUND FOR SEED CAPITAL

7. ACCELERATING INTERNATIONALISATION OF ITALIAN STARTUPS

8. REGIONAL FUNDING HARMONIZATION

THE ITALIAN INNOVATION ECOSYSTEM





DIGITAL MAGICS

From Talent to IPO.

alberto.fioravanti@digitalmagics.com

