

INTRODUCING THE **BUSINESS ANGEL CLUB**: A NETWORK OF INVESTORS CREATED TO ACCELERATE INNOVATION IN THE SOUTH OF ITALY AND BUILD RELATIONSHIPS WITH LOCAL GOVERNMENT FINANCE

The initiative – established by Digital Magics, 012Factory, TechHub and Città della Scienza – was presented yesterday to an audience of more than 100 entrepreneurs, business angels and investment funds at Circolo Canottieri in Naples

The Club will organize regular meeting between companies, investors and innovative startups with high growth potential, with the aim of developing the digital economy of the local area

Naples, October 17, 2014 - Last night, in the beautiful setting of Circolo Canottieri in Naples, the **Business Angel Club** (BAC) was officially presented to an audience of more than 100 companies, investors and professionals. The *Business Angel Club* is a network of investors which aims to support startups and innovation in the South of Italy which enables an exchange of expertise and the creation of relationships between local government finance and the digital sector.

The promoters of this initiative are: **Digital Magics**, *venture incubator* of innovative startups listed on the AIM market of the Italian Stock Exchange (symbol: DM), **012Factory**, a private incubator operating from Caserta supported by **Google** and **Microsoft**, **Fondazione IDIS – Città della Scienza**, an institution for the development of cultural science and an incubator for startups and innovative spinoff initiatives, and **TechHub**, realizing the acceleration of **Banco di Napoli**, **Camera di Commercio di Napoli** e **Università degli Studi di Napoli Federico II**.

The purpose of *BAC* is to foster relationships between **managers, business angels, entrepreneurs in the territory** and **innovative new businesses** with a high growth rate – to offer high quality technology services – and as well as to arrange meetings which bring together relevant stakeholders every two months, in all regions of Southern Italy.

Building on the experience of **Digital Magics Angel Network** (a network of over 100 individuals, from the private sector, public institutions, industrial leaders and the financial sector, who cooperated with Digital Magics in the hiring, mentorship and co-investment in digital startups), we wanted to replicate this successful model in the South and create a solid ecosystem of innovation for the development of the territory.

Digital Magics, 012Factory, Fondazione IDIS – Città della Scienza and TechHub, thanks to the *BAC*, are building a real hub of connection between investors and local startups to sustain and encourage investment in original projects that contribute to economic growth and employment for young people in the South of Italy. Directly involving major players in the public and private sector in the South, the *BAC* wants to restore confidence in an area that no longer believes in itself, despite possessing the resources and expertise to innovate.

At each meeting a number of new digital startups will be presented. **The Startups which have participated in the first meeting of BAC Naples are:**

Intertwine – www.intertwine.it

Intertwine is a web platform which allows users to create, share and publish collaborate multimedia content. The idea of intertwiner is based on: the *plotter*, who creates the plot of the work and makes it available to the wider community who continue to work and the *bricker*, the community that shares the text, audio, video and images i.e. the parts needed to build on the ideas implemented by the plotter. Once the process of creating the brick is finished, the plotter will choose the most

suitable and create an *Intertbook*, a multimedia work. The objective is to create new entertainment products that combine the classic features of books, digital communication and social networks.

Cambiomerchi.com – cambiomerchi.com

Cambiomerchi.com is a network for trade credit between enterprises: a platform of trade for modern companies that allows them buy and sell services from one another. Within 2 years the startup has 450 associate companies in all of Italy allowing the exchange through complementary currency, the products and services of more than 50 categories, from food and beverage to furniture and real estate as well as automotive, from training and consultancy to events management and publicity. The principal that underlies Cambiomerchi.com is the “Barter”, “Corporate Barter” or “Barter Trading” method: a commercial practice that enables multilateral exchange of products and services between small and medium sized enterprises.

Buzzoole – buzzoole.com

Buzzoole is the first Italian IEO (influence engine optimization) platform which optimizes the online presence of users. Thanks to the development of a unique algorithm, Buzzoole allows both large and small to medium sized enterprises, Italian and international, to identify qualitative influencers of their market and enables them to generate buzz around products and services through individual trendsetters, remunerating them with offers such as discount, product testing and exclusive invites. Thanks to the technology of Buzzoole companies will be able to plan independently buzz/marketing campaigns with budget freedom and flexibility. Buzzoole has won several Italian and international business competitions: the proudest moment coming after winning the *Intel Business Challenge Europe 2014* in Lithuania which was followed in November 2014 by participation in the *Intel Global Challenge 2014* in Berkeley, California.

Digital Magics – www.digitalmagics.com

Digital magics is venture incubator for digital startups offering content and services with high technological value. Digital Magics is listed on AIM Italia section of the Italian Stock Exchange, the alternative capital market for small and medium sized Italian enterprises with high growth potential. Digital Magics builds and develops alongside the founders of internet startups while investing equity and providing business acceleration services. Sharing talent and ideas, Digital Magics turns startups into disruptive businesses and brings them success in the Italian and international digital economy. The incubator promotes a culture of entrepreneurship and risk, contributing to the growth of the economy and job creation for young people. Digital Magics offers services to sustain innovation, the birth and development of digital startups and the support of new Italian and global research to help fund the next stages of development. The Digital Magics model is unique in Italy and is based on the Digital Magics LAB: a team that identifies, analyses and launches new initiatives by providing services for the acceleration of digital business development. Digital Magics has in its portfolio 39 investments in startups. It has made 6 exits and only 4 write offs. The incubator has until now invested around €14.8 million, with €5 million on exits. Currently the average investment is about €300.000.

012Factory – www.012factory.com

012Factory is a multidisciplinary contamination centre based in Caserta founded by experienced entrepreneurs backed by innovative companies. 012Factory is a contamination centre in the sense that it provides a dynamic space for entrepreneurs where ideas, knowledge, skills and cultural intelligence can flow freely and influence all actors within that environment'. 012Factory is at the hub of 012Factory activities providing five different programmes covering everything from training (012Academy, 012Training) to collaboration and business networks (012Incubator, 012Coworking, 012Network). 012Factory is dedicated to producing sustainable, high-growth businesses and spreading a culture of entrepreneurship. Within the training programme is 012Academy, which provides 6 months of free training for promising wannabe entrepreneurs over 12 different modules. 012Factory has an extensive network of business partners who support the training course (Google, Microsoft, Ferrarelle) and international level speakers (Maria Segreboni, Co-Founder and Vice President of brand equity and communication at Moleskine, Vito Margiotta, Ex-Biz Dev Manager at Google Enterprise, Davide Tizzano, Kaori Ito, Director Carpijani University, Massimiliano Caruso, Managing Partner Singulace, Fabrizio Capobianco, Founder e CEO of Funambol). These speakers and partners support the share the concept of contamination and assist 012Factory in spreading its entrepreneurial values with a focus upon the importance of the exchange of experiences, mindsets and know-how in diverse sectors (contamination). 012Factory offers its innovative incubator products and services alongside a multi-disciplinary international supply chain and access to affordable lines of credit, thus distinguishing it from its competitors. This unique model has been recognized at the Expo delle Startup and has enabled 012Factory to become an executive member of the network of Campania regional incubators and possessor of the TEDx license for Caserta.

IDIS Foundation – Città della Scienza

Area BIC – Business Innovation Centre – www.cittadellascienza.it/incubatore-e-imprese/

The BIC – Business Innovation Centre of the Città della Scienza is an instrument through which the IDIS Foundation works to promote entrepreneurship and support new processes of innovation and business development in Naples and the Campania region. In particular the BIC offers space and specialist services for information, training, tutoring, access to finance, networking and communication in order to support the creation and the development of innovative business, participating in the entire life cycle of startups and covering all relevant aspects including the development of ideas at the time they are ready to face the market independently. BIC is a member of the European EBN an Innovation Network which operates in strategic productive sectors of the Campania economy, promoting a logical cluster, in which each company develops and settles to use their skills in a particular segment of the industry. In a space of about 4,000



square meters, entirely dedicated to innovative companies the BIC houses a **Smart Lab**, an area of preincubation dedicated to creating and fostering business ideas with active tutoring. The **Smart Lab** has more than 10 years of experience focusing on the following sector: Smart Cities and Green Economy, Bio Economy, Creative Industries, new ICT technologies and Manufacturing 2.0. It is a space of **co-working and industrial knowledge exchange**, dedicated to the most advanced companies and research centres pursuing development projects in partnership with the incubator and more generally the **Città della Scienza**. Soon to open the Fab Lab Research Centre, Workshop / Laboratory design and digital fabrication, which is engaged in the research, development, higher education, education on technologies and methodologies "maker" to develop new products and services for business creation and innovation of production processes. The forthcoming **Fab Lab Research Centre** is a Workshop / Laboratory for design and digital fabrication, which is active in the research, development and tuition of "maker" technologies and methodologies "maker" in order to develop new products and services for business creation and innovation of production processes.

For further information

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