



DIGITAL MAGICS ROMA LAUNCHES THE FIRST TWO INNOVATIVE STARTUPS: GRAMPiT E APPMETRICS

Digital Magics Roma, the fourth branch of the incubator listed on the stock exchange, supports the digital startups of Lazio and Central Italy and is located within Talent Garden Poste Italiane, the coworking campus created from the "Open Innovation" agreement between Digital Magics and Poste Italiane

Rome, July 21 2016 - Digital Magics Rome launches the first two innovative startups: **GRAMPiT**, the system of care for the elderly aiding in daily activities and remote monitoring for their family, and **AppMetrics**, which measures the quality of the use of smartphone apps.

Digital Magics Rome is the **fourth branch opened by Digital Magics**, business incubator listed on AIM market of Italian Stock Exchange (symbol: DM), and supports the digital startups of Lazio and Central Italy. The incubator of the capital is located **within Talent Garden Poste Italiane**, a coworking campus devoted to innovation, born from the *Open Innovation* agreement between Poste Italiane and Digital Magics, which constantly monitors startups and innovative solutions to innovate processes and internal services of Poste Italiane.

Talent Garden Poste Italiane – which also provides training thanks to TAG Innovation School as well as initiatives on themes of digital and technology – is an open space of 1500 m² open 24 hours seven days a week, with more than 100 workstations for digital talents. **From mid-April** to today Talent Garden Poste Italiane and Digital Magics Rome have organized and hosted **more than 30 events – including the first hackathon of Poste Italiane, IBM and Cisco workshops for developers, a mini master at Tel Aviv Technion, Startup Weekends and meetups of all the major Roman communities related to digital and innovation** – involving more than 1,500 people from the ecosystem of innovation in Lazio and Central Italy.

Talent Garden is an investee company by Digital Magics (which holds about 30% of the shares) and is, along with Tamburi Investment Partners, a strategic partner of the incubator for the leadership of the most important innovation platform for DIGITAL MADE IN ITALY.

The first two innovative startups of Digital Magics Rome are:

GRAMPiT (www.grampit.it), the innovative system of care for the elderly – through physical devices connected – that helps them in everyday activities. **It actively assists the elderly** by providing the information they need at the right time via voice prompts. Thanks to its sensors, GRAMPiT **monitors the recipient and the house**, detecting the failure to execute important tasks (taking medication, eating at set times, drinking, charging the cellphone, taking cellphone and keys before exiting). **It alerts family members in case of need**: GRAMPiT has developed a mobile application for the family that can trace the elderly person's location remotely.

GRAMPiT also entered the acceleration program **Digital Magics Healthtech** – in partnership with **Healthware International** – specialized for digital startups in the health sector.

AppMetrics, thanks to its application AppMeter provides services for measuring the quality perceived by users in the use of apps on smartphones. The data collected from the campaigns enable **a variety of verification, for example the proper functioning of the applications, data security management, usability, battery consumption**. AppMeter does not affect the functioning of the smartphone, it does not produce excessive data traffic (about 150 KB per day) and has no access to users' confidential information.

The activities of expansion and management of the portfolio of Digital Magics in Rome are entrusted to **Nicola Mattina**, an entrepreneur with over 20 years experience in corporate communications, in management consulting and in digital transformation processes.

Carlo Alberto Pratesi, Professor of marketing, innovation and sustainability at the University Roma Tre, will be academic advisor and will support the *Open Innovation* activities.

*"We are continuing to work with Talent Garden and Poste Italiane – said **Gabriele Ronchini, Founder and Managing Director of Digital Magics for Portfolio Development** – to create a real training centre and digital acceleration centre for Poste Italiane, but especially in support of the ecosystem of Lazio and Central Italy. We chose the first two startups, GRAMPiT and AppMetrics, which perfectly represent the vibrancy and quality of this territory. We welcome both Fausto Prete, founder of GRAMPiT, successful serial startupper and Luigi Carabinieri, founder of AppMetrics, a great tech, IP and patents savvy in our team".*

*"Rome is becoming a very lively and interesting place for those who want to create a startup – says **Nicola Mattina, partner of Digital Magics Rome** – both because there is a rather diverse selection of acceleration and incubation programs on offer, and because we have some of the most active institutions in the promotion of innovative entrepreneurship. Compared with the other players in the territory, we prefer to work with a startup at a time, operationally supporting entrepreneurs with the aim to grow the product, to develop an effective sales development strategy and prepare the startup for the first institutional round".*

This press release is online on www.digitalmagics.com and can be found in the *Investor Relations – Press Releases* section.

Digital Magics, listed on AIM Italia (symbol: DM), is an incubator of digital projects that provides consulting services and acceleration services to startups and enterprises, to facilitate the development of new technological businesses. Thanks to the partnership with Talent Garden and Tamburi Investment Partners, Digital Magics has created the most important national platform for innovation for DIGITAL MADE IN ITALY, by offering services for the digital transformation and "Open Innovation" to excellent enterprises, while providing support to innovative startups to create successful projects, from conception to IPO. The incubation and acceleration services offered by Digital Magics are active in the TAG co-working campuses present throughout Italy. Complementary services include investment activities, which have produced over the years a portfolio of 60 investments in startups, scaleups and digital spinoffs with high growth rates. Accelerated companies are flanked by Digital Magics LAB, a team of highly experienced business partners, and benefit not only from the large network of private and institutional investors that support them through "club deals", but also from the many partner companies that support them on an industrial scale.

Integrae SIM acts as a Nomad and Specialist under the AIM Italia Issuers Regulations. For communication transmissions, Digital Magics makes use of the SDIR-NIS circuit, operated by Bit Market Services, a subsidiary of the London Stock Exchange Group

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