

DIGITAL MAGICS PRESENTS 19 STARTUPS TO MORE THAN 200 COMPANIES AND INVESTORS

The 'Demo Day' of the incubator listed on the Stock Exchange was hosted at Talent Garden Campus Milano Calabiana

Milan, October 4, 2016 - Sensors that are placed under the legs of a bed to measure weight and sleep quality. Other digital technologies included online renting of books, and even an app to aid understanding and selection of healthy foods. Other innovations such as a cable with the ability to 'steal' energy from other devices to charge one's cell phone. An application aimed towards students looking for temporary jobs and another application which offers sightseeing tours in major cities of art for families with children.

These are some of the 19 digital startups that Digital Magics, business incubator listed on AIM market of Italian Stock Exchange (symbol: DM), **presented today to more than 200 companies both Italian and international investors**, on the occasion of its **D.Day** (*'Demo Day' for Startups, Investors and Industries*), which was held at the coworking campus Talent Garden Milan Calabiana.

The talents and young entrepreneurs – that Digital Magics accompanies throughout the country, thanks to its 6 branches – presented their **innovative business models** with an *elevator pitch lasting a few minutes*, further elaborating on the projects in an informal meeting at the end of the event.

*"We are very pleased – said **Marco Gay, Deputy Chairman of Digital Magics** – with the latest startups that have become part of our team. The scouting process within Digital Magics begins with the study of the digital market, by analyzing the Italian and international trends, and then focuses on the most promising startups – which make contact with us, whom we then go to meet directly in their local area – to bring the best of innovation to investors and Italian businesses. The success and interest that we have found for our D.Day was exciting and we want to continue to grow the Italian digital economy and to innovate processes, traditional industry products and services."*

THE DIGITAL STARTUPS DIGITAL PRESENTED DURING 'D.DAY'



Bscale is an innovative IoT device connected to an app that uses sensors located under the legs of a bed, to allow the measurement of the person's weight and to also perform *sleep-tracking* (such as quality of sleep, etc ...).



Boosha is a *booksharing* platform for the renting/borrowing of books through the Internet (paper or eBook) by paying on a per basis single transaction or via a monthly subscription.



Edo is a mobile app that allows users to understand how healthy the products that people buy every day really are. By analyzing the bar code, Edo provides a rating from 1 to 10 based on users' opinions.



GRAMPiT is a system that provides assistance to the elderly and that enables the family to track their activities and to remotely handle emergencies from anywhere.



Leevia is an online platform that takes advantage of social media connections to reach new customers and generate leads.

PowerMe [PowerMe](#) has developed an innovative cable (and associated app) that allows users to charge their smartphone from any other device. The app allows the user in need to charge a cellphone, to find a "donor" through a map and socialize.



[Quomi](#) is a service that simplifies the way we buy groceries: once the user has created a custom food menu, they will receive the ingredients – fresh and high quality products - in the right quantities with instructions for preparing the recipes selected.



[SOLO](#) is a virtual POS (Point Of Sale) that allows professionals, traders, artisans and tour operators to accept payments by debit and credit cards by sharing a simple link.



[Spidwit](#) covers the entire process of social media management ranging from the search for content to the sharing of said material, including the creation of new content, collaboration between colleagues and analytics.



[Taskhunters](#) connects millions of students with job opportunities. The platform enables users, and in future will even enable companies to outsource a selection of temporary jobs.



[Tikidoo](#) offers sightseeing tours, specially created for families with children aged between 4 and 13 years, in the major Italian and European art cities.



[Volumeet](#) is the innovative social network that allows fans to keep track of all the social content from their favorite artists, by receiving real-time notifications with each new post.



[YoAgents](#) is a platform for the creation of commercial networks "on demand" and "by performance", by aggregating the best digital services and multi-firm agents.



[WeBeers](#) is the online resource dedicated to finding the best craft beers produced by the the most exclusive and prestigious breweries, in catalog mode and with one innovative subscription plan.



[Welabs](#) developed the web and mobile platform Beecode, which allows users to manage and disseminate specific marketing campaigns for products and events to be promoted, so as to amplify the propagation through the power of digital 'word of mouth' by influencers.

A FEW STARTUPS UNDER MORE ADVANCED PHASE OF THE DEVELOPMENT:



Almadom.us develops Domoki, a new home automation system that fits inside the electrical boxes and replaces the switches, in such a way to control lights, thermostats, plugs, shutters and valves, via touchscreen, smartphone and also via vocal commands.



Growish is the easiest and most secure way to collect money among friends and grant every wish. It can be used for group payments and gift lists for birthdays, births, graduations, parties, baby showers, charity, travel, banking, schools, and commerce and retail.



Premium Store has developed and operates Edicola Italiana: the online newsstand dedicated to Italian premium publishing. It is proposed as the sole interlocutor of companies for the purchase of newspapers and digital periodicals.



ProfumeriaWeb is the leading online retailer of perfumery and cosmetics in Italy. It offers a range of over 5000 products and a very high level of customer service.

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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