

SMART PUGLIA @ COLLISION 2022

Italyatcollision2022.digital.ice.it



APULIA
REGION

pugliasviluppo



ORGANIZERS' WELCOME



ALESSANDRO DELLI NOCI,

Minister of Economic Development, Apulia Region

Innovation is the cornerstone of the Apulia Regional Government's economic development policies, the guiding principle behind every public intervention, but also a continuous goal to be achieved, for the complete and sustainable growth of our territory.

We have implemented strategies, initiatives and incentives to facilitate this process. In this way, we have been able to help build the necessary business skills and support the creation of a culture of innovation, as an essential factor for the competitiveness of the regional economy. The ecosystem of Apulian innovation, made up of public entities, economic-social partnerships, universities, research centers, technological clusters, actively collaborates with local industry, generating products with high levels of added value that have conquered foreign markets and boosted the growth of the attractiveness of Apulia.

Today we are working on addressing the future challenges: environmental sustainability and the circular economy; IT and digitalization for industry and society; life sciences and healthcare technologies; blue growth. To do this, we count on the contribution of our innovative startups and SMEs which have benefited from regional incentives, growing in numbers and in quality: today Apulia represents a regional hotbed for innovative startups, with over 680 currently active, in addition to over 110 innovative SMEs.

The regional participation in Collision fits into this context. We are accompanying a delegation of 10 innovative startups and SMEs, active mainly in the field of digital technologies, that will have the opportunity not only to present their innovative solutions to an international stage, as well as meet, discuss and collaborate with other startups and SMEs, but also pitch to Business Angels and Venture Capitalists. Collision represents an opportunity for not only for them but also for our region to presents concrete examples of excellence in innovation. All these elements make Apulia the ideal destination for smart investments and investors.



Apulia is an emerging region in the southeast of Italy, steeped in history but as innovative as the Silicon Valley, where the endless beauty of the sea and rural landscapes have turned it into a top tourist destination and where the high quality of life represents an asset for local businesses.

The region has built a strong reputation in the international panorama as a hub for innovation thanks to the ongoing activities of the far-reaching R&I ecosystem which brings together more than 415 private and public entities, including local universities, business and technology clusters, laboratory networks and start-ups. Recognised as one of the most dynamic regions in the south of Italy, with over 332,698 active businesses registered in 2021 (Source: InfoCamere – Movimprese) and an ever-increasing international standing, the region's attractiveness as a business location has become more and more tangible over recent years, boosted by regional incentives for business investment projects, aimed at supporting innovative start-ups and SMEs, as well as MNEs, looking to expand operations in Europe.

The Apulia regional government stands out for its commitment to investment in R&I, focusing mainly on smart technologies and providing a significant boost both to hi-tech and traditional sectors, encouraging investments in sustainable manufacturing, industry 4.0, digitalization and intelligent energy systems.

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PUGLIA SVILUPPO S.P.A. is the regional development agency that manages incentive initiatives for business investments in Apulia and provides support to start-ups and investors, guiding them step-by-step through the investment process.

The regional government has devised a wide range of incentive initiatives and packages, tailored to meet the needs of business start-ups, S.M.E.'s as well as large multinational enterprises, which, based on the type and size of proposed investments, typically offer a combination of financial aid and reduced interest rate loans, helping to ease the cost of new business investments.

In addition to regional incentive companies setting up in Apulia can also benefit from a series of tax incentives made available by the Italian government, including tax credits on R&D investments, tax relief on social security contributions and employment bonuses which help reduce labour costs.

Puglia Sviluppo S.p.A., member of the European EBN Innovation Network, also makes available working spaces and services to start-ups and innovative new businesses, through three business incubators, located near Bari, Taranto and Lecce, offering competitive costs and 100Mbps ultrafast broadband.

WWW.INVESTINPUGLIA.COM

STARTUPS

01

FINTECH LABS

FinTech Labs provides AI solutions for FinTech players with a focus on Alternative Data and Unstructured Data processing.



02

FOREQUEST

Forequest is on a mission to design technology that changes how we do things.



03

GONNADU

Gonnadu is a social media covering a wide range of categories such as food, sports, activities, cinema, and more.



04

ICOMM LAB

iComm Lab provides technological solutions that simplify and speed up the creation of e-commerce sites.



05

QURA

QURA provides 3D printing that supports personalized medicine and digital tools to support teaching.



06

REA

REA specializes in design, research and development of clothing and protective tools for humans in space.



07

SLIDING LIFE

The Parenting® mission is to have organized families and serene children with shared calendar, expense and photo features.



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TIMEFLOW

Timeflow is a Marketplace for companies looking for qualified technical IT personnel and/or referenced suppliers in the ICT field.



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VIDYASOFT

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VISAFY

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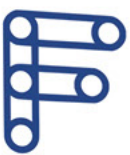


11

WEAVE

Artificial intelligence solutions for Skill Assessment, Skill Mapping, Strategic Workforce Planning, Staffing and Career Path.





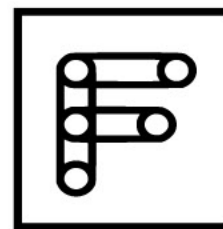
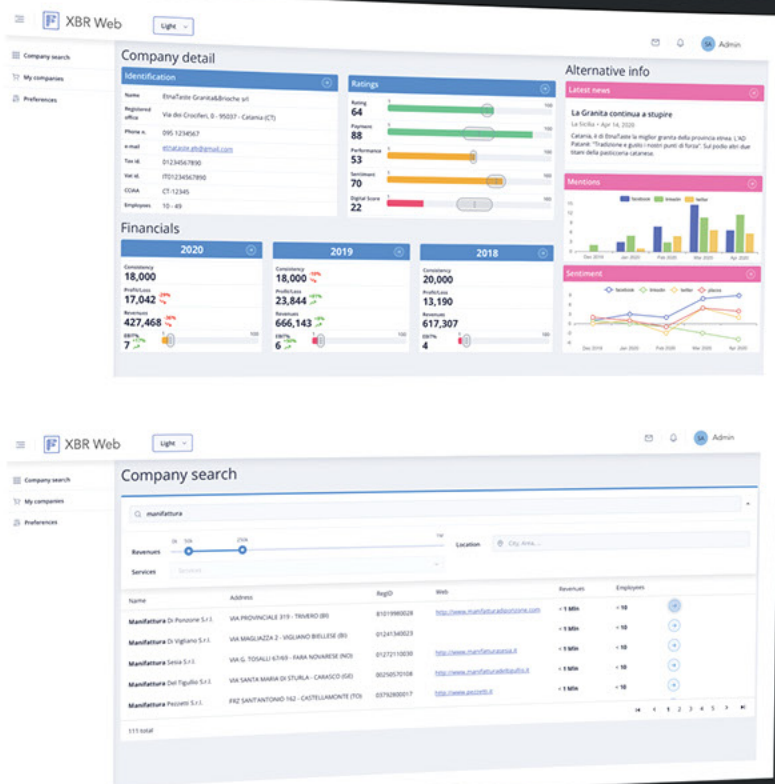
FINTECH LABS

ENABLING AI IN FINTECH

XBR PLATFORM

BETTER CREDIT SCORING
EXTENDED BUSINESS REPORTS
THROUGH ALTERNATIVE DATA AND AI

<https://fintechlabs.ai>



FinTech Labs provides AI solutions for FinTech players with a focus on Alternative Data and Unstructured Data processing.

For Credit Institutions, Intermediaries and Businesses who need to improve Credit Scoring (PD) efficacy and obtain deep business information, FinTech Labs provides a Solution through its XBR Platform. Based on Alternative Data, providing improved accuracy, segments coverage and portfolio management, with timely and predictive complementary structured scoring XBR Platform differs from other solutions for the advanced AI/ML technology. Our solution offers the ability to provide rolling forecasts with flexible and easy integration models.

CONTACT FINTECHLABS.AI



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Forequest is on a mission to design technology that changes how we do things.

Our first product is engineered to help brands transform their audience experience and perception. By standing at the intersection of technology and cognitive science, we create a unique and scalable user-centric solution in the fast-growing market of mobile advertising.

As the world is becoming more and more digitized, AI fuels the mobile ad-tech industry and changes the way brands connect with their audience. Our objective is to help brands create more meaningful interactions with their audiences through a data model that respects user privacy and boosts engagement.

By blending the art of machine learning with the science of psychology, we support strategy and achieve results across a conversion-boosting mobile advertising platform/app inspired by the UN 17SDGs: a free-to-play augmented reality "loyalty program" where users and brands interact and generate value for the only brand that truly matters: the future of our planet.

CONTACT WWW.FOREQUEST.IT

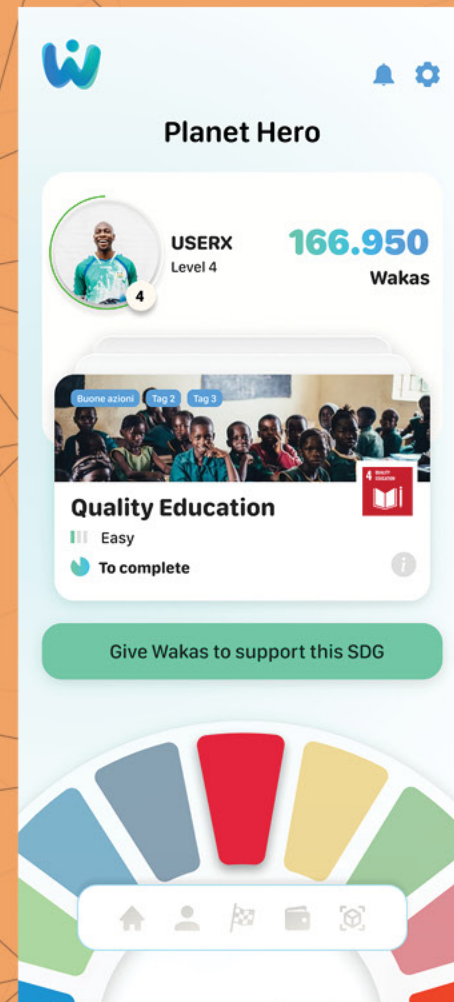
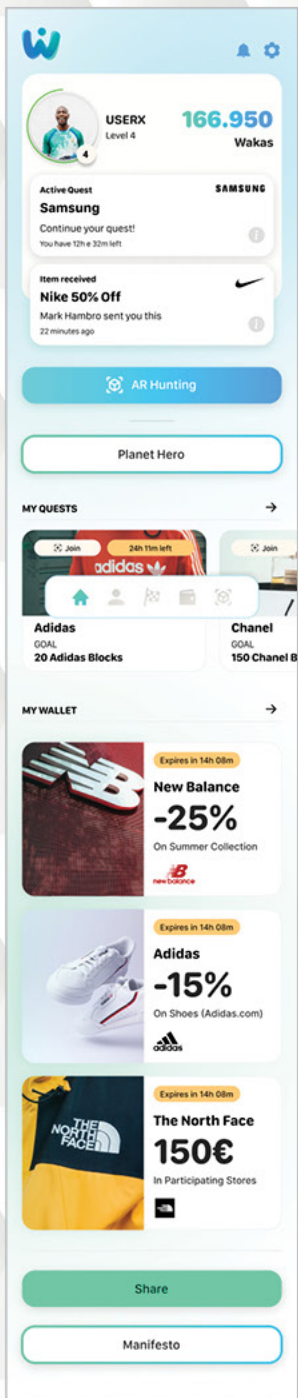


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Gonnadu

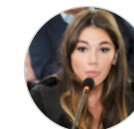
SOCIAL NETWORK

Gonnadu is a social network that will help its users in organizing their spare time, meeting friends and making new ones! Covering a wide range of categories (food, sports, events, movie theatre nights, etc.) from which you can pick while creating your proposal, Gonnadu also gives you the possibility to collect money among friends and send payments to influencers and commercial activities. Launching in mid-July!



CONTACT

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E-COMMERCE



The digital platform to **create your online store in just a few clicks**. Powerful, easy to use and to understand, it has got everything you need to sell right away. Create and drive customers to your e-Commerce store, **sync it with Facebook, Instagram, Amazon, eBay, Google Shopping** and (coming soon) **Tik Tok**.

SMS + DATABASE B2C



The digital platform that allows you to easily create and manage SMS Marketing campaigns.

Call for action your contact list or acquire a new one choosing among 16 million Italian users.

Your recipients can provide you with their personal information, download digital **coupons**, fill **surveys**, **shop**, or **book events**.

EMAIL + DATABASE B2B



The digital platform to create and manage your e-Mail Marketing campaigns.

Create and send your newsletter to your own list or acquire new ones, choosing from a **database of 6 million Italian companies or 5 million British ones**. **Make the most of your communication strategy.**

CONSULTING



You can also make use of the direct support of our team, formed by **leading experts that will plan with you more effective strategies** utilizing Digital Marketing campaigns and **strategies to reach your business goals**.



The activities that iComm Lab carries out today concern a multiplicity of technological solutions. They simplify and speed up the creation of e-commerce sites connected with the major Social Shops and Market Places.

We have developed a Very Simple Platform that helps industrialize the creation and management processes of e-commerce sites, allowing you to create online stores for all customer groups in record time, which can be customized and immediately operational.

The use of the platform is so simple that no technical skills are required.

The platform combines E-commerce and Digital Marketing Services. It is a work tool that, in addition to the creation and management of e-commerce sites, allows you to structure and distribute Digital Direct Marketing Campaigns to promote customer activities.

Finally, in the platform, you can find a profiled database of 22 MILLION potential consumers.

CONTACT

WWW.ICOMMLAB.COM WWW.LEADSTONE.IT



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3D printing for personalized medicine

Medical 3D printing supports personalized medicine: it allows better understanding of complex clinical cases, improves surgical planning and provides new tools for delivering higher standards of care.

With certified medical devices and highly qualified staff, we produce high-quality 3D anatomical replicas to support medical doctors in tailoring treatments to patients' needs.

The Materialise Medical® software allows our technicians to convert digital scans of anatomical parts into CAD files suitable for 3D printing and our Formlabs® printers, that are the best in the field of new generation of desktop 3d printers, yield excellent results in a short time and for low prices.

Digital tools to support teaching

M3d Library® is a virtual platform where health professionals, students and researchers can obtain and share new data. Starting from a single DICOM file, we reconstruct in high detail the 3D anatomy of the organ (or anatomical part) of interest, to realize didactical 3D biomodels as accurate and realistic as possible. Every model, once completed, is shared on our website and can be freely visualized online, together with the original file and a description of the pathology investigated. The absolute innovation of M3d Library® is the possibility for users to autonomously 3D print every model in the database with ease.

CONTACT WWW.QURA.TECH



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Italian company specialized in design, research and development of clothing and protective tools for humans in space.



EMSi (Electrical Muscle Simulation):

The first active spacesuit designed for astronauts who work in conditions of microgravity.

EMSi is a bionic suit designed to interact with the postural muscles and counteract the effects of gravity through a complex electrode system, tactile and optical sensors and semi-rigid structures applied to innovative technical fabrics.

Through a constant astronaut screening, EMSi creates a continuous low stimulation frequencies that simulates and reproduces muscle contraction emulating the typical body workload when subjected to earth gravity.

The suit is made of a patented hi-tech fabric with super elastic and compressive capabilities and a very low percentage of hysteresis, capable of creating a mechanical counterpressure.

CONTACT REASPAZIO.COM



Ilario Lagravinese, Brand Designer

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The flagship service of Slidinglife is **Parenting®**

The **Parenting®** mission is to have organized families and serene children thanks to three features:

- The shared **Calendar** by parents guarantees a smart organization of visiting rights.
- The shared management of **Expenses** allows you to keep an eye on the expenses incurred and the refunds to be obtained.
- The **Photos** section makes it easy and immediate to request consent to the publication of photos of minor children on social media.

Each activity is tracked, both parents can download at any time the register of all activities carried out with any added motivations. The register can have probative value in the event of disagreement.

Stop stress, discussions and forgetfulness: **Parenting®** is the solution just a click away.

CONTACT

WWW.PARENTING.FAMILY

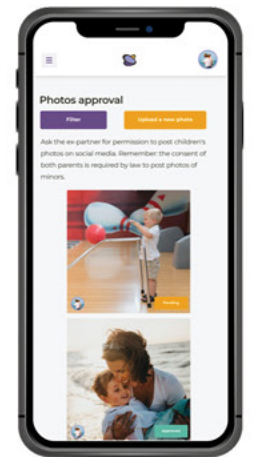


Luigi Massimiliano Arena, CEO & Founder

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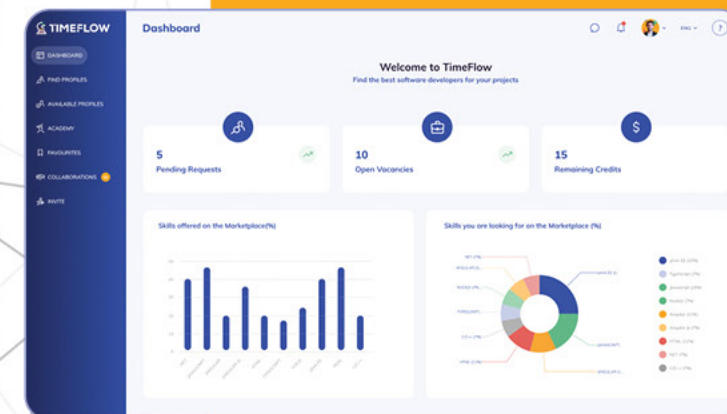
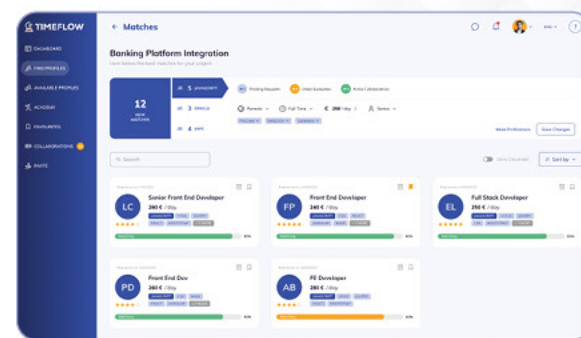




Timeflow is a Marketplace for companies looking for qualified technical IT personnel and/or referenced suppliers in the ICT field.

Through the platform, we match supply and demand:

- customers (big IT consulting companies, system integrators, banks, insurance companies etc..) can count on a community of qualified IT suppliers;
- the qualified suppliers (IT consulting companies, software houses etc..) can instead develop their customer base and increase their business volume;
- The white-label solution also makes it possible to improve and digitize the relationships with the supplier base, reducing costs and automating time-consuming activities.



CONTACT [TIMEFLOW.IT/EN](https://timeflow.it/en)



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Vidyasoft claims a strong knowledge about complex IoT and AI systems and technologies.

The company focuses on Fintech and Insurtech sectors, but the project portfolio also encompasses smart city, eFood, eTourism and eLearning domains.

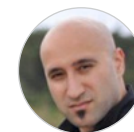
The latest Vidyasoft product is Hands-Free SCA (HF-SCA), a Transaction Risk Analysis tool for two-factor authentication exemption in digital payments, based on Deep Neural Networks with outstanding performances.



After supporting a national private bank in launching the first Italian voice banking service ever in 2018, nowadays Vidyasoft is producing its own smart speaker, currently to be integrated in Bank4Me digital branch by Auriga Spa, a bank round-the-clock self-service facility.

Nowadays at the age of 7, VidyaSoft is made up by a team of 12 engineers in its operational headquarters at the BePilot corporate campus in Apulia Region, Italy.

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Visafy is a digital visa service that lets you request any kind of consular visa online.

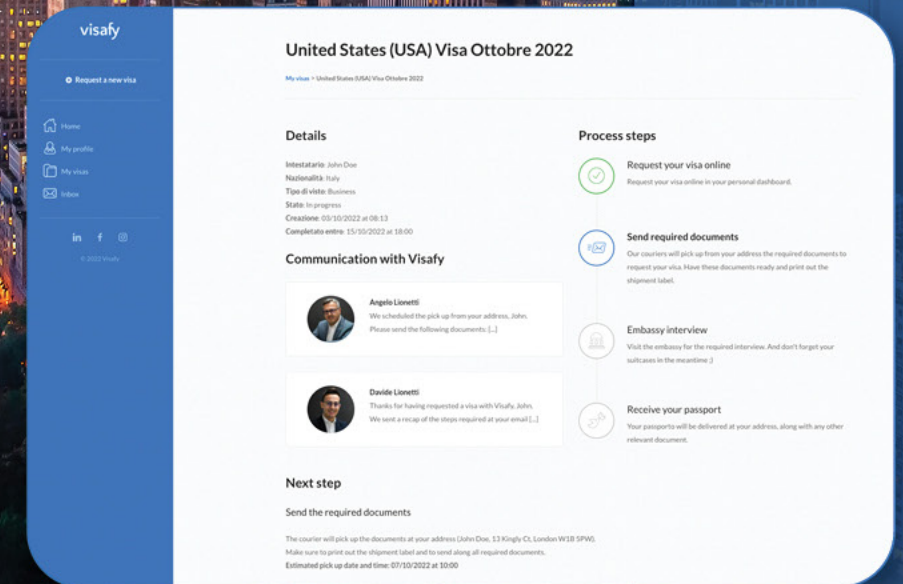
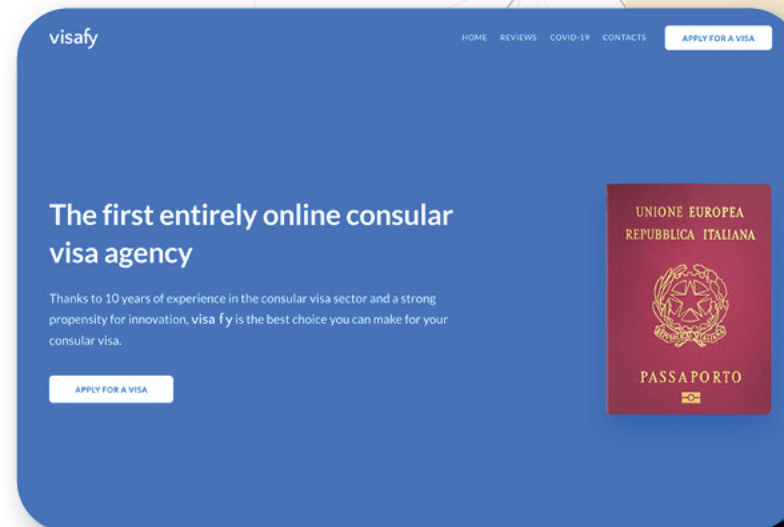
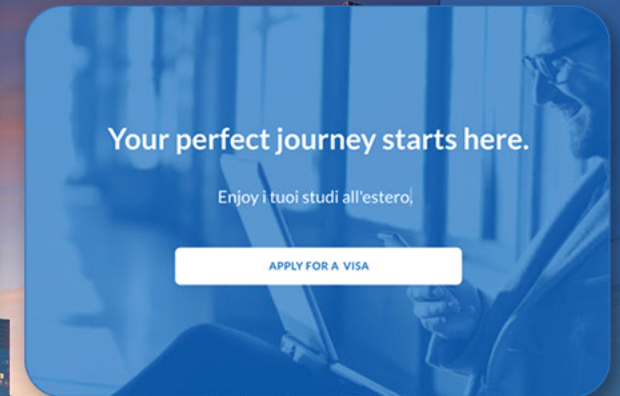
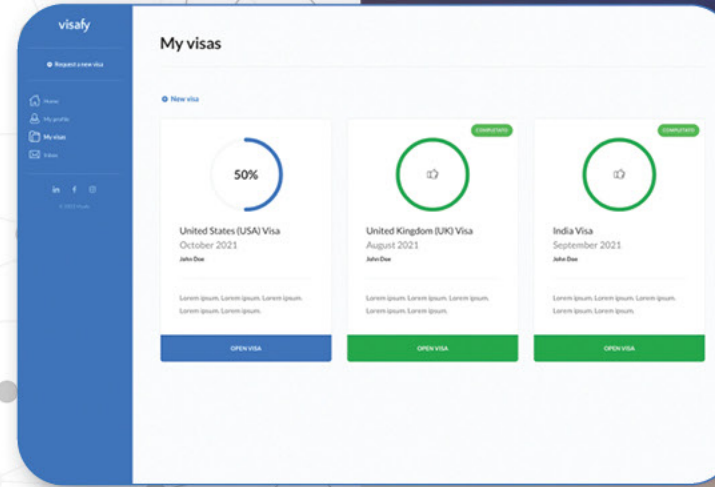
Forget about long queues at the embassy, confusing government forms and slow bureaucratic processes.

Our simple, fast and intuitive platform helps you choose and request the right visa for your needs. Just submit the required documents and we'll handle the paperwork for you.

All documents get reviewed by our experts before they're sent to the embassy, to ensure your application goes smoothly. And our support is always there to help with anything else you might need.

Our solution enables businesses to streamline their corporate travel workflows with ease by viewing, tracking, and managing all travelers' visa in real time. No more emailing back and forth.

Requesting visas for a business trip has never been easier. Just start a bulk visa application for more travelers using their pre-saved profiles.



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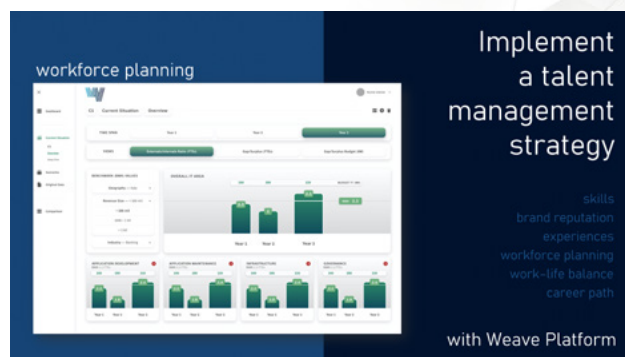
Artificial intelligence solutions for Skill Assessment, Skill Mapping, Strategic Workforce Planning, Staffing and Career Path.

Your company is a weave where single wires are skills, competences, business target, projects, customers. The life of a person who works for you is a weave made by job, family, entertainment, healthcare and love. Covid-19 teaches us how human resource management should consider new conditions to build a perfect workplace.

Weave Talent Management (WTM) offers you a solution to orchestrate Skill Assessment, Skill Mapping, Strategic Workforce Planning, Staffing and Career Path using artificial intelligence.

WTM is derived from Weave experience with HRTech projects developed with large consulting firms in Europe and U.S.

Companies with our solution can increase retention and productivity, always keeping the business target and people's career paths aligned.



CONTACT WWW.WEAVESRL.COM



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Project co-financed by the European Union in accordance with the Operational Programme Puglia 2014-2020
Action 3.5 - Initiatives for strengthening international business development