



COMPANY PROFILE



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01. MANIFESTO

WE ARE A **CHALLENGER COMPANY** WITH A POSITIVE IMPACT ON THE SOCIETY, THANKS TO INVESTMENTS IN THE **PEOPLE WE BELIEVE IN.**

WE STAND ALONGSIDE OUR CLIENTS AND OFFER CUTTING-EDGE SOLUTIONS TO HELP THEM LEAD TECHNOLOGICAL INNOVATION.



02. THE STORY

In 2020, COVID-19 disrupted the world of small and medium-sized businesses, forcing them to deal with unprecedented restrictions. Many entrepreneurs found themselves facing with the sudden need to adopt digital solutions to continue working.

In this scenario, the **technological gap** that existed in many sectors became evident and a group of entrepreneurs decided to take matters into their own hands. Armed with their skills and an unstoppable passion for innovation, they founded **Futurea**, a company that aims to help Italian SMEs to **digitalize** and **remain competitive**.

Skills and passion for innovation are the pillars on which the company is built.



03. COMPANY OVERVIEW

Futurea aims to disrupt the traditional consulting market by operating in a **startup factory mode**. The company's proposition to its stakeholders is an evolution of the business acceleration concept, guaranteeing 100% commitment from all parties involved by **aligning their interests**, with an innovative business model. Startup as a Service (SuaaS) is Futurea's core service through which new businesses are created with the aim of transforming ideas into concrete and profitable ventures.

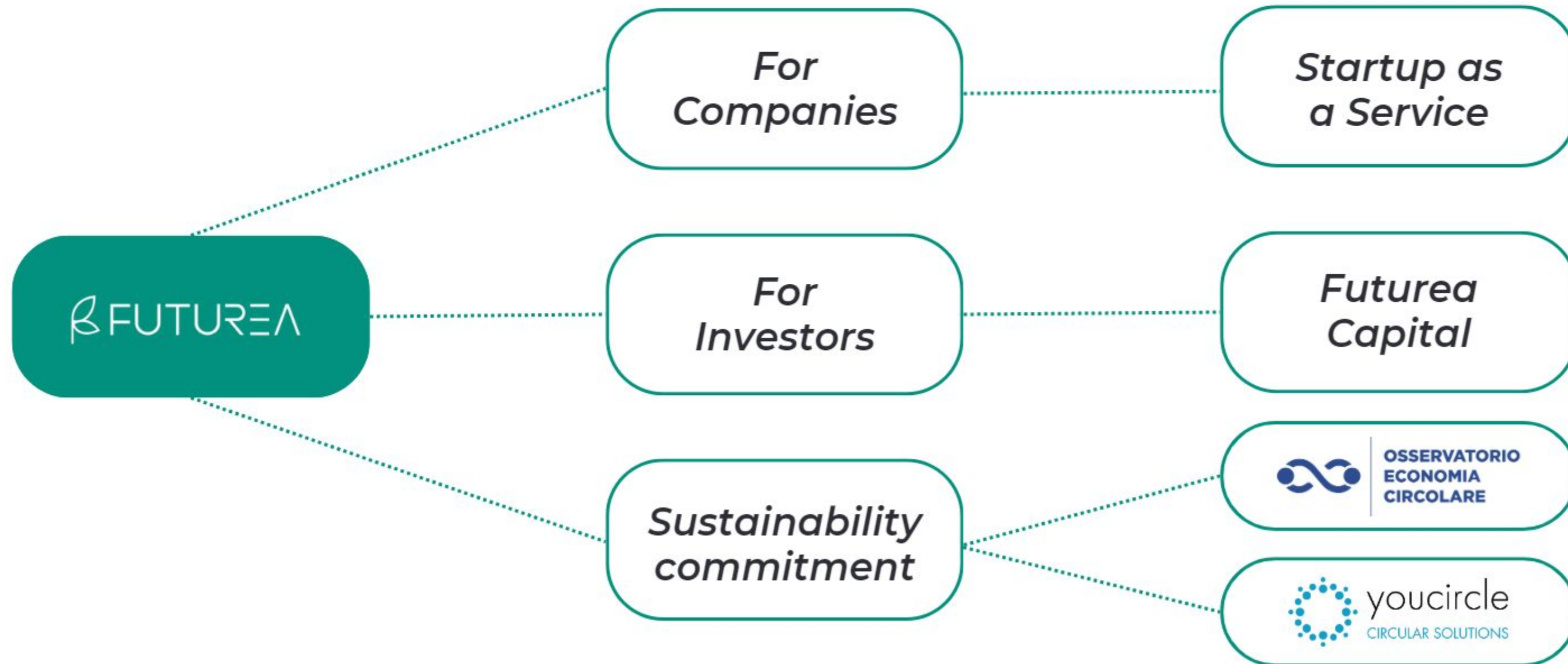


WE CREATE
THE FUTURE'S
COMPANIES.





04. OUR SERVICES





05. INNOVATION

Futurea has a strong entrepreneurial culture, a dynamic and flexible approach, and a strong inclination for **innovation**. It stands out for its ability to develop cutting-edge products and services that meet the needs of clients in an evolving market.

Futurea's corporate philosophy is based on **creativity, innovation and quality**, which are the pillars of its success. Futurea is strongly focused on the future, constantly searching for talent and new growth and development opportunities. The goal of Futurea is to create a favorable environment for the generation and development of new businesses, promoting innovation and market growth, through the creation of a true innovative ecosystem.



06. MISSION & VISION



Combining innovation with business and finance through the creation of innovative startups.



Becoming the center of excellence for investors, entrepreneurs, and innovation-oriented companies, in a rich ecosystem of mutual contamination.



07. STARTUP AS A SERVICE

Startup as a Service (SuaaS) is a service offered by Futurea for the creation of **third-party outsourced startups**. It is an ideal solution for SMEs that want to grow through innovation.

The entrepreneur is supported on a **5-year program** in all activities related to the **creation and management** of a new enterprise, of which the client will maintain the ownership.

Thanks to its extensive experience in the startup field, Futurea is able to provide invaluable support to those who aim to innovate, helping clients overcome the difficulties and obstacles typical of the the startup lifecycle.





07. STARTUP AS A SERVICE

HOW WE OPERATE

During the initial meetings, Futurea conducts an in-depth analysis of the client's business and target market. This analysis helps Futurea uncover hidden growth opportunities and choose the most effective business model to capitalize on these **untapped sources of value**.

Futurea will select, train and hire an ad hoc team for the newco, leaving the client free to hire the resources that participated in the development of the project at the end of the contract.

The dedicated team will be coordinated by a Futurea **project manager** who will also provide cross-functional services to the startup.



**WE CREATE THE
FUTURE'S
COMPANIES.**



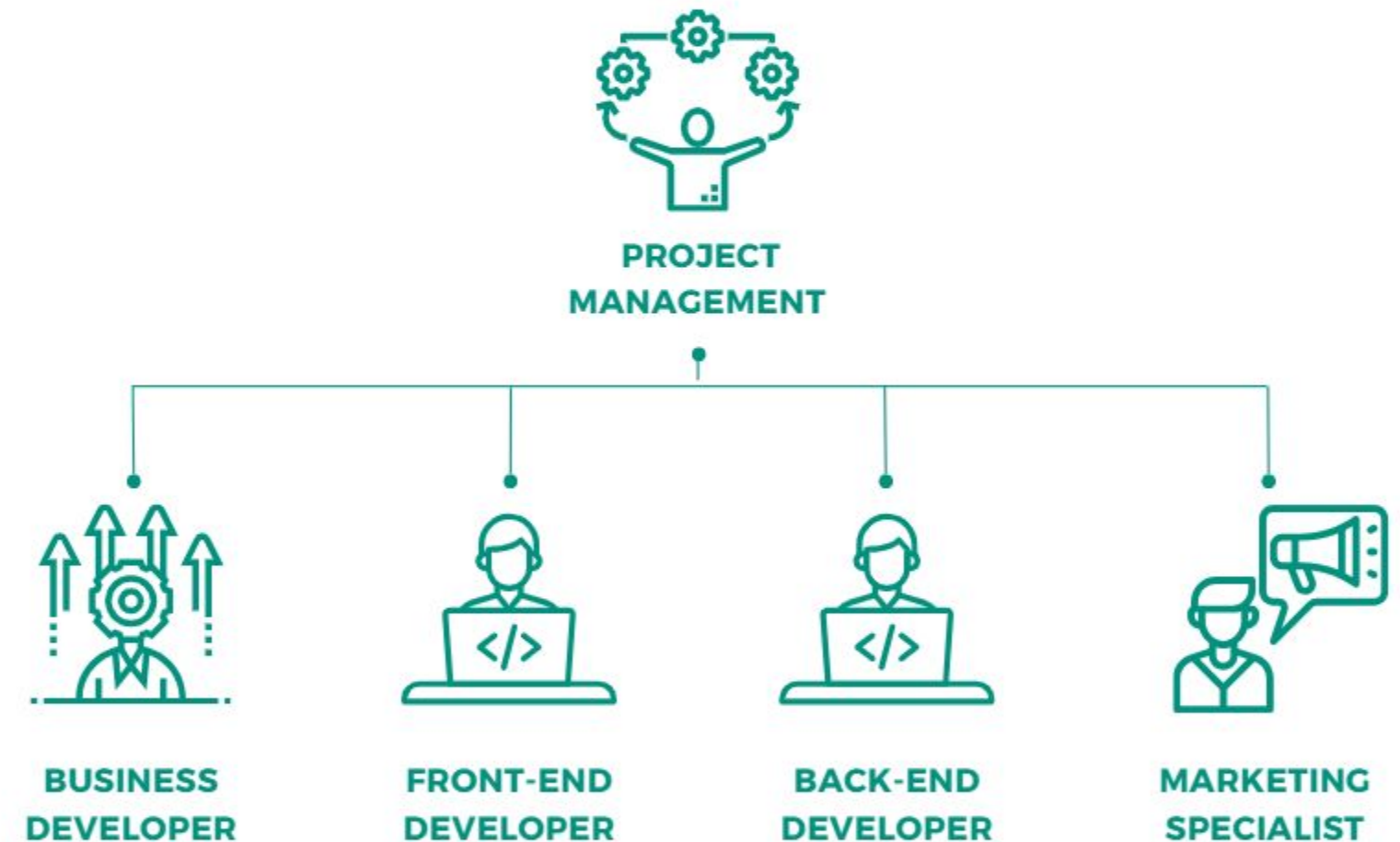
07. STARTUP AS A SERVICE

PROTOTYPE OF DEDICATED TEAM

Futurea will entirely manage the project's operational and management phases, from scouting, to hiring and training resources to be **fully dedicated** to the newco. The ad hoc-trained team will be coordinated by a Futurea project manager to develop the project plan.

Project management activities include a range of services such as:

- strategic consulting;
- investor relations activities;
- board management.





07. STARTUP AS A SERVICE



ALL-IN-ONE SERVICE

Futurea helps entrepreneurs innovate through an end-to-end process, from the creation to the potential exit of a new startup.



CUSTOMIZATION

Futurea builds startups tailored to the specific needs of the client company, entrepreneur, or professional based on the different business needs.



COMMITMENT

Futurea is fully committed to the success of projects because it applies a management fee and a success fee based on the value generated.

STARTUP AS A SERVICE MEETS THE **INNOVATION** NEEDS OF COMPANIES



08. OUR PROJECTS

Futurea is building a **crowdfunding platform** in the **real estate** sector on behalf of a real estate holding company. The focus of the company is to provide a service characterized by transparency and professionalism, focusing on prestigious real estate initiatives.

The platform will enable investors to participate in valuable real estate initiatives through the financial instrument of **lending crowdfunding**. In the future, the range of investment opportunities will also be expanded with **equity crowdfunding** and **debt crowdfunding**, offering greater investment diversification.



B R I X
e s t a t e



08. OUR PROJECTS

Futurea has created an innovative platform for a group of experts in the **financial sector** that offers a simple and accessible solution for ETF investments.

Thanks to a proprietary algorithm, users can operate independently and receive all the information they need **to monitor their ETF investments**.

The usage process is simple and transparent, allowing anyone to gain a greater awareness of the financial market through cutting-edge technology and intuitive graphical interfaces.





08. OUR PROJECTS

Futurea is developing a **marketplace** for a **renewable energy** company that will facilitate the matching of demand and supply for photovoltaic power plants, connecting project promoters with investors interested in financing them.

The marketplace will serve as a **central hub for stakeholders in the photovoltaic industry**. This business model is perfectly suited for individuals seeking to invest in the renewable energy sector and reap the benefits of the photovoltaic market without the hassle of land acquisition and plant construction.





08. OUR PROJECTS

Futurea is pioneering the first app that monetizes the most common gesture of the 21st century: the **swipe**.

This platform empowers client companies (advertisers) to deliver highly **targeted advertising messages** through a variety of swipe-based engagement methods.

The advertiser who wants to start an advertising campaign within the platform sets a marketing budget that the app will distribute among users based on their engagement. The platform will retain a **fee**.

The logo for 'swiperest' features the word in a bold, lowercase sans-serif font. The 'sw' is in a vibrant purple color, while the remaining letters 'iperest' are in black.



08.OUR PROJECTS

Futurea is pioneering an innovative **BNPL project** aims to revolutionize how people manage their online purchases.

Through this platform, users will be able to make purchases without having to pay immediately, allowing them to spread the payment over time in flexible and convenient ways.

This system offers buyers greater financial freedom and more precise control over their expenses. With Futurea BNPL, a new way of shopping online is introduced, where convenience, security, and affordability come together to create an unparalleled shopping experience.





08.OUR PROJECTS

Futurea is developing a collaborative project with a digital company operating in the world of **software consulting** offering services in the design, development and implementation of web applications and system integration.

In particular, Futurea is supporting the client in raising suitable financial resources aimed at the company's growth.

The support will mainly concern equity operations including the purpose of building the equity story useful for the pursuit of IPO objective.





09. FUTUREA CAPITAL

INVESTING IN STARTUPS

Futurea Capital is a 100% controlled investment vehicle by Futurea designed for private and professional investors. Futurea Capital exclusively uses the funds raised to create innovative startups operating in the sectors with the highest potential.

Futurea Capital focuses on the **ideation and management** of startups, offering investors several benefits both tax-wise and in terms of portfolio diversification. Through the vehicle, Futurea invests in the real economy and offers the opportunity to participate in the growth of companies and create new employment.

Futurea Capital is the only investment vehicle in Italy that operates in this manner, responding to all the needs of investors and creating a **perfect alignment for win-win value generation.**



10. FUTUREA BUSINESS PARTNER

Futurea Business Partner is a program designed to maximize the visibility and reach of the company's services.

Accountants, lawyers, consulting firms and business consultants can join the network by establishing a partnership agreement and promoting Startup as a Service with their clients. Futurea shares part of the project management **fee** with its partners throughout the whole contract duration.

Out of the current five projects Futurea is working on, two come from the partner network.

BUSINESS PARTNER NETWORK

1 ROME

1 CATANIA

5 MILAN





11. SUSTAINABILITY COMMITMENT

Futurea wants to play a leadership role in the pursuit of a more sustainable future. The company's commitment is encompassed in two projects related to the promotion of all-round sustainability "Youcircle" and "Osservatorio Economia Circolare".





11. SUSTAINABILITY COMMITMENT

YOUCIRCLE

Youcircle is an innovative tool that allows companies to know, measure and improve their environmental, social and governance sustainability, in order to generate value in the management of business processes.

Through an algorithm developed according to European directives and international standards, Youcircle helps companies align with **ESG criteria** in order to facilitate the management of non-financial information and corporate social responsibility (CSR) initiatives.

The software is made up of a suite of tailored frameworks, including a Sustainability Report writing tool, assessment testing and specialized consulting services.





11. SUSTAINABILITY COMMITMENT

OSSERVATORIO ECONOMIA CIRCOLARE

Futurea has launched the first vertical newspaper on the circular economy in Italy called "Osservatorio Economia Circolare".

The Observatory is committed in various activities such as collecting and analyzing data on the environmental impact of economic activities, developing guidelines and tools to facilitate **the transition to a circular economy** and organizing events to promote the spread of best practices.



**OSSERVATORIO
ECONOMIA CIRCOLARE**



12. FUTUREA SEED

THE INCUBATOR

Futurea Seed is the incubator dedicated to startups that aspire to become successful businesses.

Through **mentorship services**, Futurea helps startups to **validate their business idea**. Futurea Seed aims to help selected startups to develop their business model and identify growth and development opportunities.

Futurea Seed has also been an official partner of Startcup Catania, a business competition promoted by the University of Catania.

Thanks to this open innovation initiative by Futurea, several local and young startups have access to a series of benefits, including a stable support structure, a professional work environment, and the opportunity to interact with other startups and entrepreneurs in the starting phase.

Currently, the startups involved in the Futurea Seed program are:



FLYMiNDFREE



kataniΔstudio

Shine Library



13. MANAGING TEAM

The Futerea team is composed of professionals with a relevant track record in the sector of **investments and innovation**, with a focus on the **startup and fintech ecosystems**. Futerea's different expertise enables it to interact effectively with entrepreneurs, companies, banks and professionals in the field of corporate finance.

The cross-functional skills developed by each team member enables them to work in a coordinated and efficient manner. The Futerea team is committed to thinking creatively, to finding new solutions and business models. It works together to create an innovation ecosystem.

ALESSANDRA
MASSARO



BOARD
DIRECTOR

FABIO
BANCALÀ



MANAGING
DIRECTOR

GIORGIO
VENTURA



MANAGING
DIRECTOR

ELISA
BANCALÀ



MANAGING
PARTNER

CARMINE
DI BLASI



MANAGING
PARTNER

ROBERTO
PULVIRENTI



CTO



14. TRACK RECORD

FOUNDER

From 2016 to 2021, the founding team launched **one of the main Italian equity crowdfunding platforms**, which is now part of the Intesa San Paolo Group, developing a significant track record within the Italian startup ecosystem.

12K

Startups evaluated

300M

Capital raised

300

Companies presented
to investors

1B

Total market
capitalization



15. OPERATIONS TEAM

ANGELO
PARDO



PROJECT
MANAGER

GIULIA
SCUDERI



PROJECT
MANAGER

GIORGIO
PLATANIA



BUSINESS
DEVELOPER

SILVIA
TRECCARICHI



INNOVATION
MANAGER

GABRIELE
LANZAFAME



FINANCIAL
ANALYST

CLAUDIA
MILAZZO



SUSTAINABILITY
SPECIALIST

GABRIELLA
CHIARENZA



EXECUTIVE
ASSISTANT

CHIARA
RUSSO



MARKETING
SPECIALIST

ALESSIA
ARENA



COMMUNICATION
STRATEGIST

GIOVANNI
MIRABELLA



FRONT-END
DEVELOPER

SIMONE
PLATANIA



DEV-OPS
SPECIALIST

COSIMO
RACITI



SOFTWARE
DEVELOPER

VALENTINA
CINNIRELLA



EDITOR-IN-CHIEF

SIMONA
POLITINI



DEPUTY EDITOR



16. MEDIA COVERAGE

la Repubblica

Il Sole
24 ORE

Forbes

ADVISOR[®]

Ec**o**nomy**Up**

 **DEALFLOWER**
Financial and Legal news

StartupItalia 

 **PMI.it**



17. LOCATIONS

Futurea has a presence in Italy, with offices in **Milan**, **Rome**, **Catania** and a **network of partners** throughout the country.





Piazza degli Affari, 3 - Milan (MI) 20123
Via Romeo Romei, 19/23 - Rome (RM) 00136
Via Sclafani, 40/B - Acireale (CT) 95024



direzione@futurea.it



futurea.it