



OPEN INNOVATION
AS A SERVICE



COMPANY OVERVIEW

Futurea is a **Challenger Company** that drives innovation through services tailored to meet the current and future needs of investors and SMEs. It enables businesses to enhance their market positioning thanks to the digital innovation and to enter new markets by experimenting with new processes, thereby increasing their attractiveness.

Futurea is a key driver of market growth and development, fostering innovation and creating an **innovation ecosystem**.





OPEN INNOVATION AS A SERVICE

Open Innovation as a Service (OIS) is the innovative service through which Futurea supports corporations in the innovation process, by creating and managing a new company.

OIS is a tailor-made service based on client needs, allowing them to retain ownership and play an active, decision-making role throughout all phases of the new company's life.

The service has been created for the needs of SMEs and large Italian companies looking to generate new value.





THE SERVICE

With Open Innovation as a Service (OIS) Futurea helps corporations generate **innovation** and **maximize revenues** by **designing, creating,** and **managing** a new startup. Futurea aims to offer its stakeholders an evolution of the enterprise acceleration concept, ensuring **100% commitment** from all involved parties to generate greater profit for the client. The service is designed to create value for those looking to increase their revenue, with a 5-year program where Futurea supports the entrepreneur from the design phase to potential listing on the stock exchange.

WE CREATE INNOVATION FOR CORPORATES



THE STAGES

Open Innovation as a Service is the only strategic and operational consulting service that enables corporations to **innovate their business** through the creation of a newco. The **governance** of the startup remains in the hands of the client while Futurea takes care of its total management.



NEEDS ANALYSIS

Assessing the client's needs and identifying the best solution to achieve their desired outcomes.



FEASIBILITY STUDY

Conducting a feasibility study of the solution, focusing on the market, competitors, business scalability, and team identification.



CONTRACT SIGNING

Further discussions with the client and signing a contract based on value creation for the project.



MANAGEMENT OF THE NEWCO

Besides providing strategic consulting, Startup as a Service ensures comprehensive management of the new company.



GOVERNANCE

The client maintains the company's governance throughout the duration of the contract.



BUSINESS MODEL

- Consulting (compared to the Big 4, we combine design, implementation, and management)
- Creation of dedicated teams
- Up-selling with corporate services
- Multi-year contracts

Innovation and digital transformation
for corporations

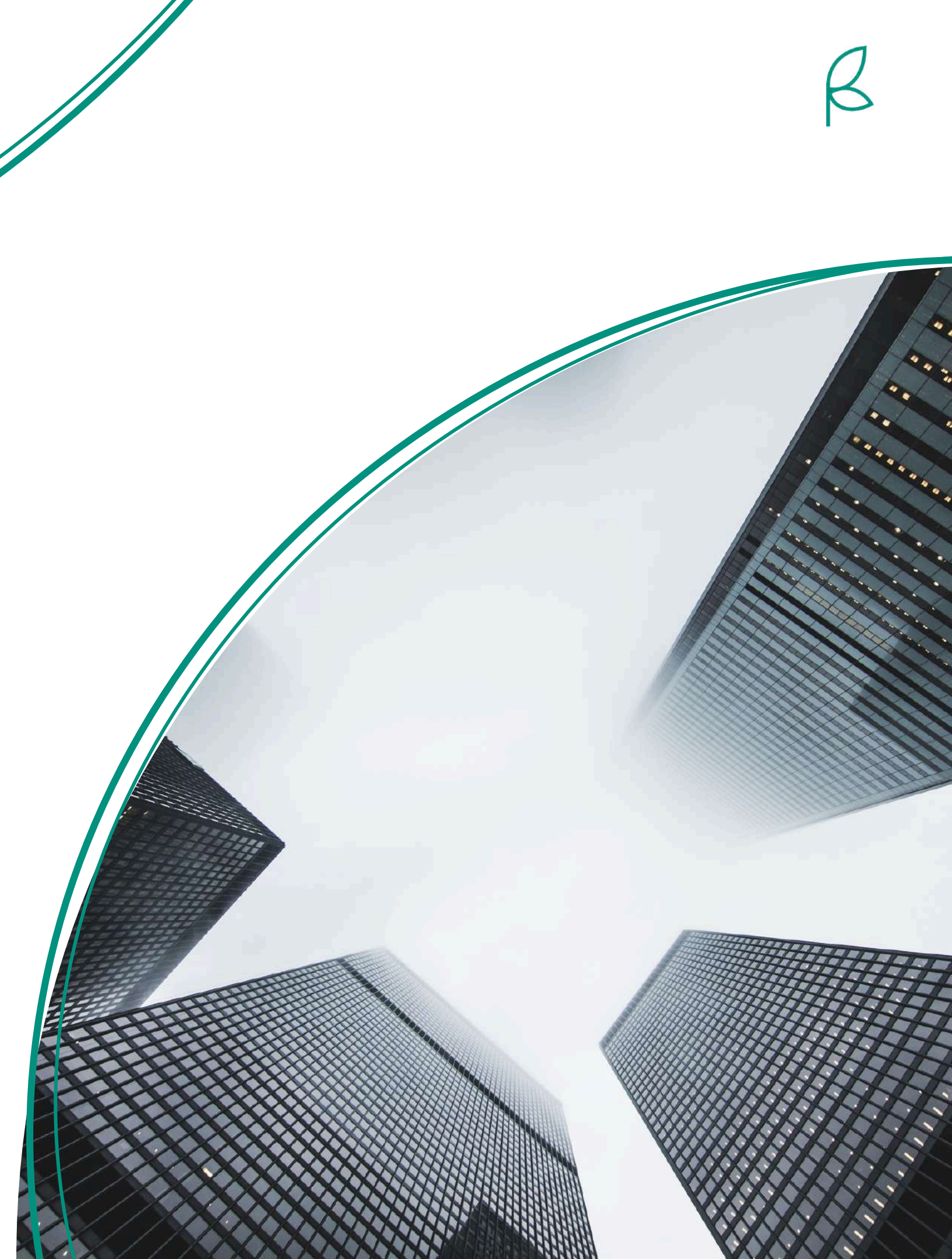




FUTUREA AS A STRATEGIC PARTNER

Thanks to its deep knowledge of startups and SMEs, Futurea is the ideal partner for solid companies aiming to digitize their business. Through the combination of its three core drivers (Experience, Innovation, and Technology), an **Open Innovation as a Service** project will be developed to achieve the following results:

- Revenue increase
- Expanded target audience
- Business scalability





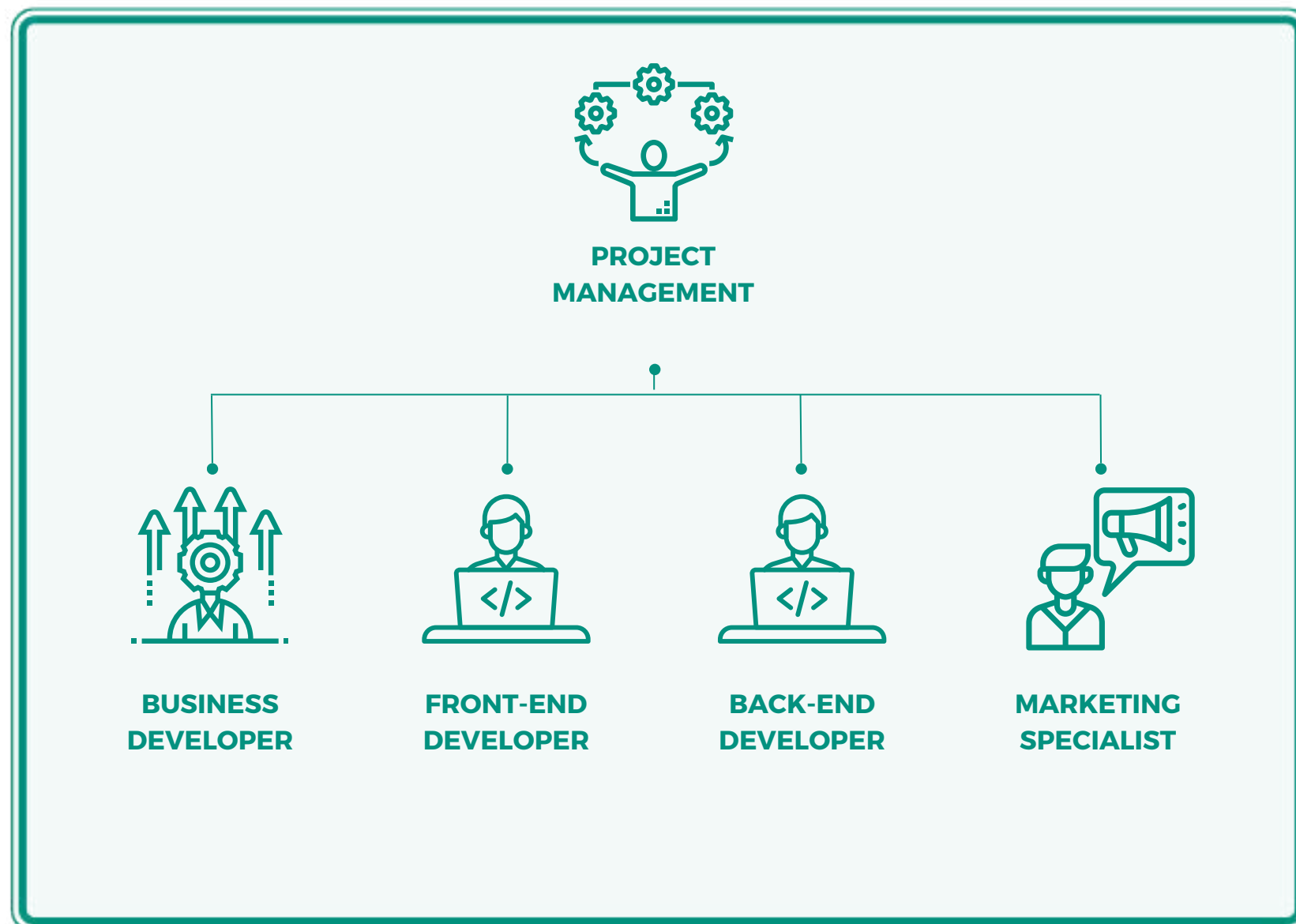
TARGET



Large Italian companies and corporations that struggle to innovate and want to increase revenue through the creation of an innovative startup.



TEAM EXAMPLE



Open Innovation as a Service is a **tailor-made** service based on the needs of our clients. This level of customization is made possible by building a **dedicated, highly specialized team** in specific areas of expertise.



WHY CHOOSE FUTUREA

We are proud to be
the only ones
offering this service

We have a deep
understanding of the
Italian innovation
ecosystem

We know how to
generate value for
our clients

We follow principles
of ethics and morality

We are successful
entrepreneurs





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