



**STARTUP AS A SERVICE**

# COMPANY OVERVIEW

Futurea is a company founded in 2022 that 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.

The service that enables the implementation of this revolution is **Startup as a Service** (Suaas), through which new businesses are created, with the aim of transforming ideas into concrete and profitable ventures.

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



# 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.



# STARTUP AS A SERVICE

Startup as a Service (SuaaS) is Futurea's core service which involves the creation and management of **third-party outsourced startups**. It is an ideal solution for SMEs looking to grow through **open innovation**.

The development of the startup is boosted by supporting the entrepreneur on a 5-year path 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 companies aimed at innovation, proposing a service that can digitize and innovate any type of traditional business.



# HOW IT WORKS

During the initial meetings, Futurea conducts an in-depth analysis of the client's business and target market. This analysis helps the company uncover hidden **growth opportunities** and plan the most efficient business model.

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.

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**WE CREATE VALUE  
FOR SMES.**





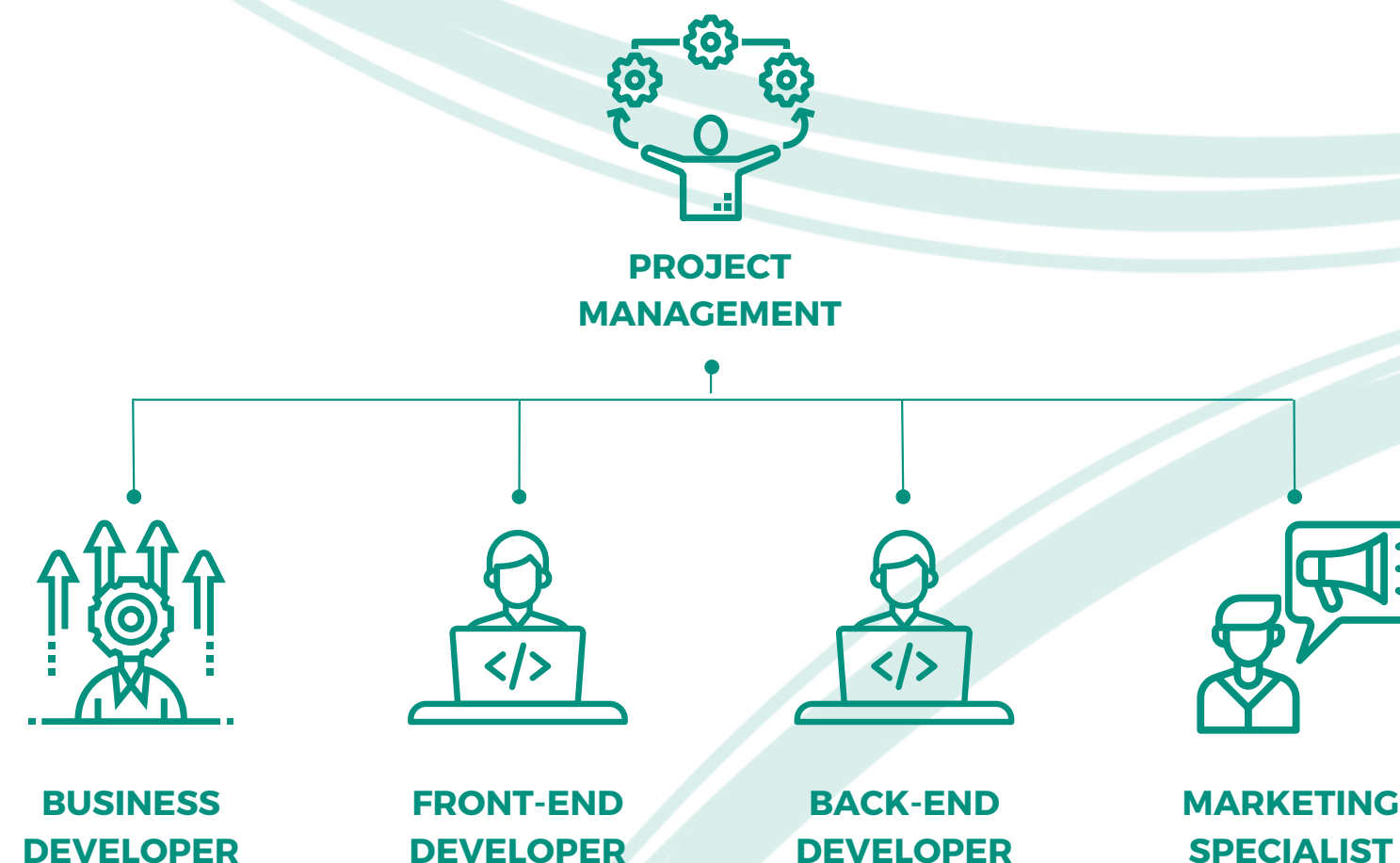
# PROTOTYPE DEDICATED TEAM

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 cross-cutting services such as HR, business strategy, marketing and web development.

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





# ADVANTAGES OF THE NEWCO

Managing the business through a Newco enables entrepreneurs to benefit from significant strategic advantages:

- 30% tax incentive;
- possibility to involve institutional investors;
- possibility of taking advantage of subsidized finance instruments;
- IPO;
- maintenance of newco's client portfolio in case of sale;
- business differentiation;
- possibility to increase the main company's turnover through the newco business.

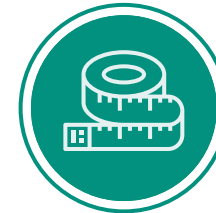


# FEATURES



## 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 NEEDS OF THE MARKET**



# BUSINESS MODEL

Futurea's revolution starts with its **innovative business model**. Every SaaS contract includes an annual **management fee**, which will be paid monthly throughout the duration of the agreement. This fee covers the costs of personnel and project management activities.

In order to **align its interests with those of the clients**, Futurea will receive a **success fee** proportional to the value of the startup at the end of 5 years.

## OUR GOALS



To generate innovation



To create value



To promote the growth of  
the local area





# MANAGING TEAM

Futurea 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**. Futurea'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 mode. The Futurea 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



# TRACK RECORD

## Founders

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

**70M**

Capital raised

**300**

Companies presented  
to investors

**1B**

Total market  
capitalization

# OPERATIONS TEAM



**SILVIA  
TRECCARICHI**



**INNOVATION  
MANAGER**

**GIORGIO  
PLATANIA**



**BUSINESS  
DEVELOPER**

**ANGELO  
PARDO**



**PROJECT  
MANAGER**

**GIULIA  
SCUDERI**



**PROJECT  
MANAGER**

**CHIARA  
RUSSO**



**MARKETING  
SPECIALIST**

**GABRIELLA  
CHIARENZA**



**EXECUTIVE  
ASSISTANT**

**GIOVANNI  
MIRABELLA**



**FRONT-END  
DEVELOPER**

**SIMONE  
PLATANIA**



**BACK-END  
DEVELOPER**

**VALENTINA  
CINNIRELLA**



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