

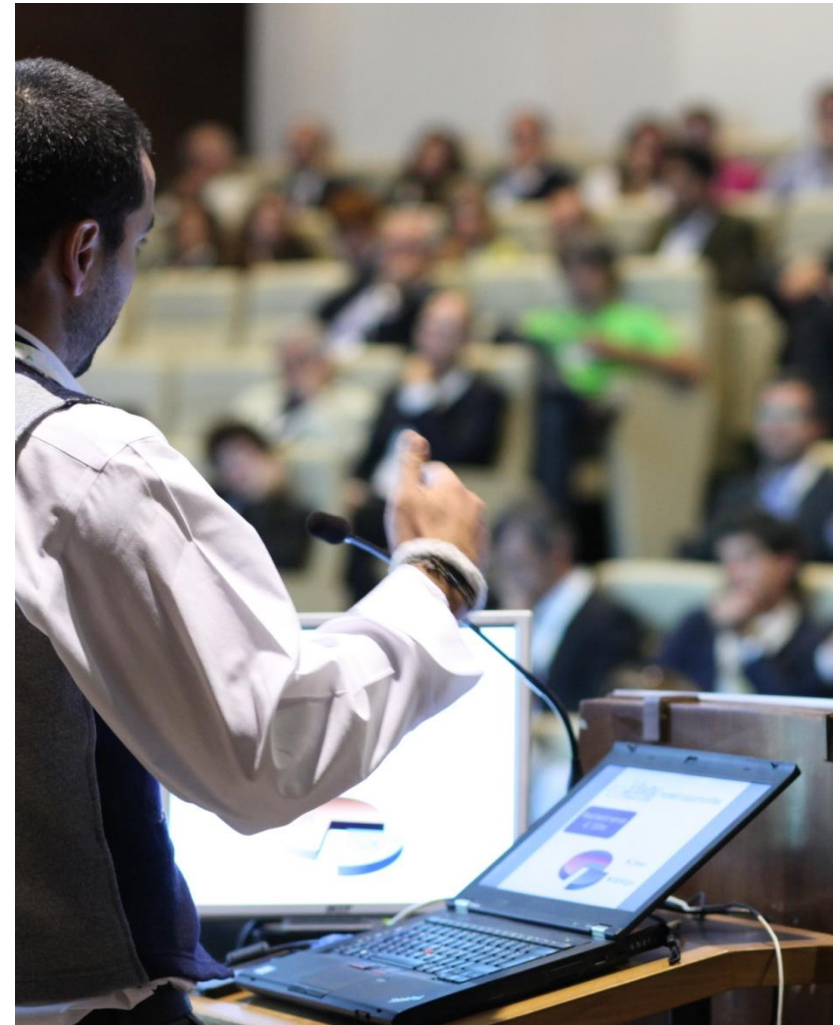
ACCELERATING TECHNOLOGIES TO MARKETS

The experience of SeedLab, leading tech-based startups accelerator in Italy

SeedLab was started in 2012 in collaboration with Italian VC funds to help structure promising tech ideas into viable ventures.

The intensive program is built on mentorship, hands-on advisory and high education.

Two editions of SeedLab have since taken place, for a total of 25 startups accelerated, with positive results: x4 probability of receiving funding and wide visibility in international networks.

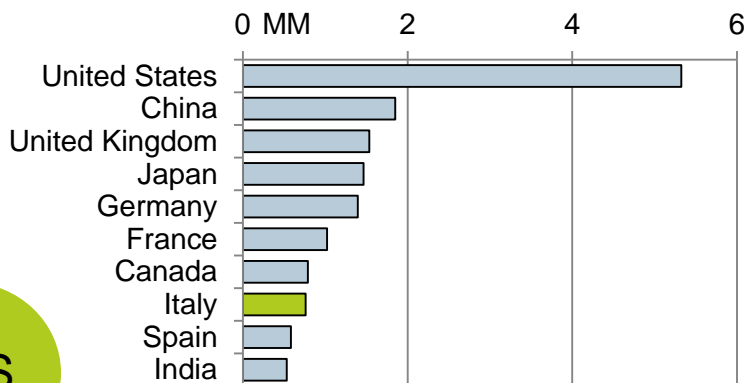


Italy, great potential for innovation... with limited results



8th globally for publications...

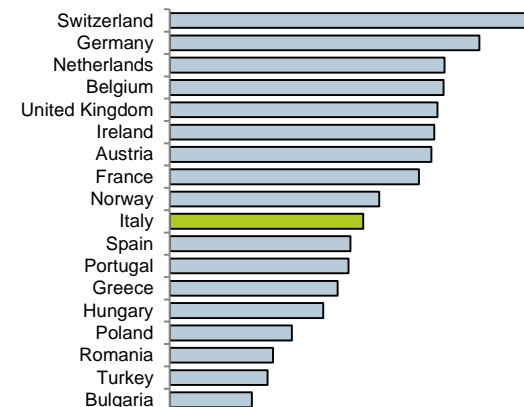
Source: SCImago Journal & Country Rank, 2012



YES

18th in EU for innovation...

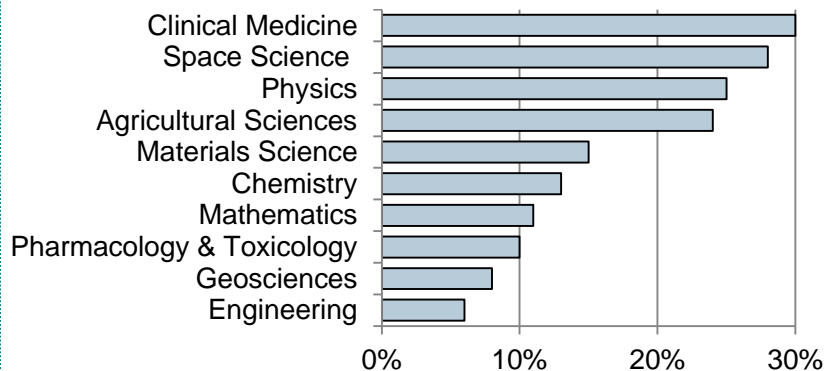
Source: Innovation Union Scoreboard, 2014



BUT

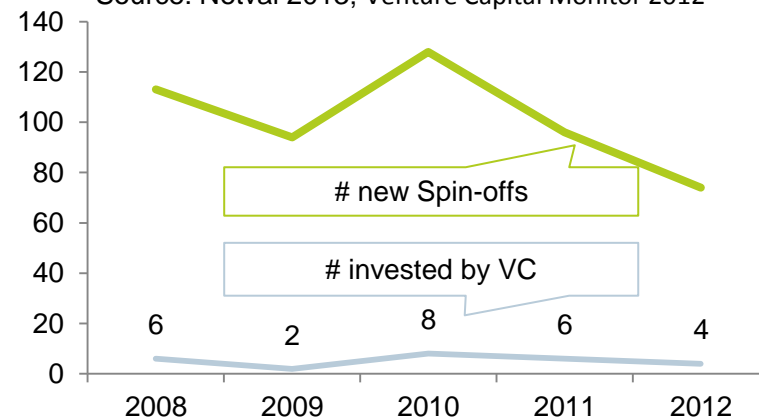
... and high-impact sectors

Source: Science in Italy 2006-2010, Thomson Reuters "Sci-bytes"



... and spinoffs are not performing

Source: Netval 2013; Venture Capital Monitor 2012



Some success / failure factors are clear



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success in literature...

Probability of entrepreneurial success for increases if the spinoff...

... has a non-academic CEO	+32%
... received VC funding	+23%
... grew IP beyond initial licensing	+22%
... participated to joint-venture	+20%
... academic consulted for industry	+15%

... failures in practice

Investors don't invest in business proposal because the startup lacks...

-33%	... managerial competencies
-29%	... defined targets and Biz.Model
-25%	... growth and go-to-market strategy
-13%	... entrepreneurs commitment

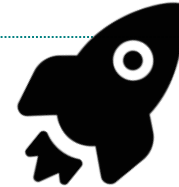
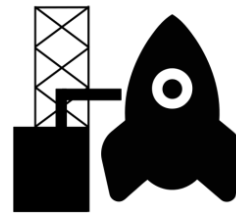
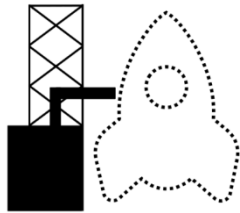
Source: «Harnessing University Entrepreneurship for Economic Growth...», Economic Development Quarterly, Jan2013

Source: Il Sole 24 Ore on Startup Numbers and Aifi data

SeedLab is the entrepreneurial track to build stronger projects



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Entrepreneurship track

3 months of basic entrepreneurship concepts and framework application

Start building a larger team with mentors and associates

Hands-on acceleration

3 months of hands-on acceleration program for few selected. Including:

- + 2 weeks in Silicon Valley
- + "Vertical" workshop
- + Prototyping

Demo Day

Present in front of VC and BA

How much does it cost?

Institutional investors pay for the program (20k€) + 10k€ for other logistic costs + (where possible) 20k€ for prototyping

Projects contribute with 10% equity option

A program with successful track-record



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Epinova, developing a gel for skin regeneration, won € international prizes and interest of producer, is now in the market



warehouse
in a box

WIB, producing innovative vending machines, represents the larger success of crowd funding in Italy with 750k€ raised



Neuronguard, developing a brain shock-recovery collar, gained support from Unicredit and investors interest



Milkyway, extreme sports hardware producer, raised 720k€ by Italian VCs and angels



SENSING
ELECTRO
MAGNETIC
PLUS

SEM+, developing a multi-touch flexible surface, raised 500k\$ in the USA and is now there



Linkpass, event management tools, raised 1M€ by Italian VCs



www.seedlab.com