

# ITALIA

*AT* **WEB SUMMIT**

**11-14 NOV 2024**

ALTICE ARENA & FIL LISBON

ITALIAN  
**STARTUP**



Ministry of Foreign Affairs  
and International Cooperation

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ITALIAN TRADE AGENCY

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ITA - Italian Trade Agency is the government agency, part of the Ministry of Foreign Affairs and International Cooperation, that supports the business development of Italian companies abroad and promotes the attraction of foreign investment in Italy.

With a motivated and modern organization and an extensive network of 87 offices in 74 countries, ITA provides information to foreign companies wishing to establish business relations with Italian partners.

The Italian Trade Agency has always been on the side of Italian companies, organizing Italian pavilions at the most important international trade fairs, business visits to Italy, workshops and seminars abroad to present Italian technologies and ideas.

ITA also provides assistance, advice, promotion and training to Italian small and medium-sized enterprises. Using the most modern multi-channel promotion and communication tools, it acts to assert the excellence of Made in Italy in the world. Our Madrid office is the ideal gateway to the Spanish and Portuguese markets.

At Web Summit 2024, Italy is represented by 32 companies and to highlight their participation, we have defined a detailed activity plan, including this brochure, which aims to provide visitors with an easy reference tool to identify the exhibiting companies and provide useful information for future reference.

On this occasion, I wish you a fruitful visit to our pavilion, confident that Web Summit will be the best opportunity to further develop and strengthen the relationship between you and the Italian companies in emerging technologies.

Giovanni Bifulco  
Director of ICE Madrid Office



**Gruppo FS**

The Mobility Leader

Press Release

## **FS ITALIANE AT WEB SUMMIT 2024: THE GROUP'S COMMITMENT TO INNOVATION CONTINUES**

Lisbon, 12 November 2024 - The Ferrovie dello Stato Italiane Group is once again taking part in the Lisbon Web Summit, one of the world's largest and most important technology conferences, to confirm its commitment to innovation on both a national and international level.

FS Group has embarked on an internationalisation strategy towards innovation, consistent with the goal of digitisation. For this reason, the Lisbon event represents a fundamental moment as a confirmation of its willingness to broaden the ecosystem, working alongside institutions and innovative businesses that propose solutions in line with future technological development.

Ferrovie has implemented several actions to make innovation more central and to facilitate a dialogue with young start-ups. These include for example the Start-up Register, a dedicated Register that is free of charge and allows all innovative companies that apply to join the ecosystem and collaborate with the Group, and Innostation, a platform that allows start-ups, research centres, universities, innovative small and medium-sized enterprises to register and respond to challenges, calls for ideas and, more generally, Open Innovation solutions that the FS Group launches over time. In the same digital space, Forge is the tool which is used to submit one's own innovative reality spontaneously in order to enrich it with details and verification elements that would allow it to be evaluated according to a new, consistent and coherent analytical scheme that matches the innovation needs, expressed by the Group's companies, with the proposed solutions.

New tools such as simplified contracts and framework agreements - designed specifically for experimentation with small companies - have been introduced to make collaborations with innovative companies a reality. In addition to these tools, there are technical consultations, to identify businesses potentially capable of designing innovative technical proposals. In this way, FS Group monitors and benchmarks potentially ready solutions for larger projects.

Finally, of great relevance to FS Group is the protection of intellectual property, which enables the creation of a space in which to share experience and expertise. In this area, FS Group has developed an intellectual property competence centre, which provides targeted training activities, enhancing a portfolio of inventions to be patented.

To register in the start-up register: [Start-up Register: Home](#)

To apply to Forge: [Forge Start-up: Home](#)

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# Algea Medical

## ***AIGEA MEDICAL***

AIGEA Medical is a MedTech startup. We are a team of global experts and technical visionaries, which has founded Algea Medical as an innovative startup, after successful experiences in other startups. Our mission is screen less to diagnose better: we are focusing on AI applied to radiology workflows and digital imaging. We support radiologist in early detection of Breast Cancer, applying Image Recognition, Generative AI and Deep Neural Networks. We created DeepMammo, a technology based on eXplainable and Generative AI that empowers radiologists in early detection of Breast Cancer. DeepMammo is based on a proprietary technology, which has been registered as a trademark and patented. Exploiting proprietary MultiModal Deep Neural Networks, DeepMammo supports imaging workflows augmenting radiologists' performances, improving accuracy, safety, cost-effectiveness and patient experience: it helps improving clinical practice in Breast Cancer screenings.

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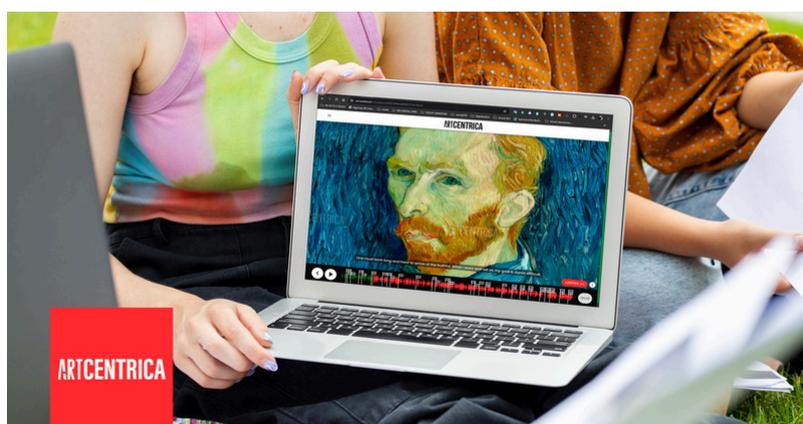
**Carlo Aliprandi**

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# ARTCENTRICA

## **ARTCENTRICA**

ArtCentrica is the EdTech innovative startup, Centrica's spinoff, with which we innovate the teaching and learning of Art and through Art in schools and universities. With ArtCentrica EDU we want to revolutionise how art is taught, learned and appreciated and the learning of other disciplines through art, being able to have an impact on students and art lovers, and so on society. ArtCentrica EDU is a cloud application with more than 8,000 artworks, from 22 global museums (Uffizi Galleries, Brera, MET, Rijksmuseum,...) with images up to 10 GigaPixel for each artwork. Through the lens of art, it aims to provide students with essential soft skills to tackle today's and tomorrow's challenges, as well as to support teachers in their mission to educate in an ever-changing society. With ArtCentrica Platform we design customised projects, called ArtCentrica Ad Hoc, like "The Greatest Wildlife Photographs" for National Geographic, Digital Mantegna, and more. ArtCentrica is introducing a unique educational tool where human and artificial intelligence converge to create interactive multimedia narratives centred around works of art: AI ArtCentrica Stories, like in "The birth of Venus" <https://stories.art.centrica.it/shared/PX6vJo8eqRGiAQYY>.



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# bestie bite

## **BESTIE BITE**

Bestie Bite is a video-driven marketplace for discovering and reviewing dining and hospitality spots, offering local businesses an all-in-one platform for promotion, bookings, and payments. The concept behind the app is essentially Tripadvisor meets TikTok.



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## **BLOOM LABS**

Bloom LABS is transforming the floriculture industry with a cutting-edge solution that combines indoor farming technology and AI-driven automation. In fully controlled environments, AI algorithms manage temperature, humidity, and lighting in real time to ensure optimal growth conditions, maximizing efficiency and minimizing resource use. By tackling key challenges like seasonality, climate dependence, and limited growing space, Bloom LABS opens the door to a new era of automated, scalable, and sustainable flower production.

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Empowering Trading & Investing with AI Precision

## ***BxT.AI***

BxT.AI is a cutting-edge fintech startup dedicated to transforming the world of investments and trading through advanced artificial intelligence. Our flagship product, Penelope, is an AI-driven investment and trading advisor designed to empower both retail and institutional investors. Penelope provides personalised, data-driven insights by analyzing vast amounts of real-time market data, helping users optimize their financial strategies and automate trading decisions with precision. Penelope's core technology leverages deep learning and behavioural finance principles to deliver high accuracy in market predictions, enabling investors to make informed decisions and reduce the impact of emotional biases. The platform offers automated trading, personalised investment strategies, and real-time market insights, making sophisticated tools accessible to all levels of investors. Our B2B2C SaaS business model focuses on selling Penelope through online brokers, who then offer it to their clients. This approach benefits brokers by increasing client retention, boosting revenues per client, and providing a competitive edge. With a total addressable market of over 130 million clients worldwide, BxT.AI aims to democratise AI in finance, offering advanced technology that improves financial outcomes for all.

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# Dermaself®

## **DERMASELF**

Dermaself is a digital platform that combines AI with medical expertise to treat acne, breaking down geographical and economic barriers to Dermatological consultations. A free two-minute online quiz is all it takes to receive a personalized skincare routine for your acne, including your customized Dermaself-branded Night Cream and products from other brands selected by a team of Dermatologists. For more severe cases of acne, Dermaself also offers online dermatological consultations starting at €30.

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# DONUX

## ***DONUX***

Donux is a product design studio with the mission of helping B2B SaaS startups build the right product faster. We devised a mix of productized services and SaaS platforms to help product teams build user interfaces faster, saving up to 80% in development time.

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## **FOCOS AI**

Focoos AI streamlines the development and integration of neural network models for computer vision. Its web platform serves as a centralized hub, offering pre-trained, customizable models that cater to a variety of industries and applications. These models are designed for optimal energy efficiency and performance, enabling the deployment of advanced computer vision solutions even on hardware with limited power and computational resources.



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## **G2Q COMPUTING**

At G2Q Computing, we specialize in quantum-enabled software that helps companies reduce costs, save time, and achieve better results. Our hybrid platform integrates classical and quantum algorithms for maximum performance across industries like finance, space, and smart cities. Our core product, the Quantum Integrated Processing Unit (QIPU), optimizes the allocation of computing resources, solving challenges like Mixed Integer Programming, large-scale graph analysis, and machine learning with enhanced accuracy and efficiency. We support mission planning for satellites, transaction optimization in financial services, and real-time urban monitoring, making quantum practical and accessible. We've won a grant from the Italian HPC Institute for developing new algorithms and are testing Italy's first quantum computer with the University of Naples Federico II. Our solutions deliver real value today, blending the best of classical and quantum computing to transform industries.

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## ***HEERO.ME***

Heero.me is an AI-powered friend designed to practice foreign languages through engaging voice conversations. Our platform makes language learning accessible and enjoyable by offering five languages, 17 accents, and conversations that resonate with each user's unique interests. With an empathetic language buddy approach, we provide ongoing support in a safe and personalized environment, where users build confidence and real-world fluency through practical, immersive conversations.

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# HexErgy

## **HEXERGY**

HexErgy is a cutting-edge cleantech platform revolutionizing Renewable Energy Communities (RECs) with a blockchain-based SaaS solution. Built with a commitment to sustainability and driven by the urgent need for energy transition, HexErgy provides comprehensive, end-to-end support throughout the entire REC lifecycle—from design and development to operational management and the discovery of new growth opportunities.

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# hiop

## **HIOP**

Hiop is a deep-tech startup dedicated to overcoming functional and technological barriers in the adoption of data-driven decision-making. Specializing in high-performance infrastructures and advanced analytics solutions, Hiop stands out as a leading deep-tech firm in Europe. In a data-driven world, companies face the critical challenge of effectively managing vast amounts of data. AI and data analytics projects often fail due to inadequate and costly infrastructure. Hiop breaks down the barriers between data and great ideas with a radically simple data infrastructure solution. We developed a lightweight backend platform that eliminates tedious data tasks, bringing data management down to simple “connect”, “move”, and “transform” operations, easily handled by a small team. We help businesses and startups across various industries achieve efficient, scalable, and sustainable data management within weeks, while ensuring the highest standards of quality and data protection.



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illuminem

## **ILLUMINEM**

Illuminem is the sustainability information & data platform (“the Bloomberg of Sustainability”). It offers climate insights, and the only Sustainability Sales Navigator (SaaS) based on ESG metrics & intent data generated from the 300k+ users engaged on illuminem.

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## ***INNEREO***

Innereo is an innovative platform designed to help companies improve employee well-being and boost productivity through personalized music therapy. By leveraging real-time biometric data from wearable devices, Innereo tailors music experiences to reduce stress, enhance focus, and support emotional well-being in the workplace. At the core of Innereo's solution is the use of AI and advanced algorithms that analyze physiological signals like heart rate and stress levels, creating dynamic, individualized music tracks for each user. These tracks are crafted to suit the emotional needs of employees in real time, helping them maintain focus, alleviate stress, and improve overall job satisfaction. Innereo is not just a tool for relaxation - it's a powerful HR resource that provides valuable insights into employee well-being, allowing HR managers to make informed decisions and proactively address issues like absenteeism and burnout. With proven results in boosting workplace morale and productivity, Innereo is shaping the future of corporate wellness and creating healthier, more engaged teams.

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The logo for INTUOS, featuring the word "INTUOS" in a bold, yellow, sans-serif font. The letter "O" is replaced by a yellow circle containing a black silhouette of an airplane in flight. The logo is set against a dark green rectangular background.

# INTUOS

## **INTUOS**

Intuos is committed to a safe, innovative and sustainable aviation, by providing an AI-IoT powered software platform for aircraft operations management and flight data monitoring. We combine software, proprietary IoT devices and ML analytics to increase safety and operational efficiency. Our Flight Data Monitoring (FDM) solution allows safety increase thanks to real time flight monitoring and alert system, training enhancement thanks to flight replay and data charting, maintenance efficiency thanks to airframe stress analysis and reporting. It enables flight data monitoring even for aircraft without flight recorders or advanced avionics systems, thanks to a proprietary plug & play IoT device that collects and transmits telemetry data in real time. The solution helps to anticipate anomalies that could lead to forced landings or accidents with impact on environment and human lives and to make asset management more efficient.



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— Smart Factory Made Easy —

## **KOMETE**

Komete si occupa di trasformare i processi manuali nelle fabbriche attraverso l'uso di tecnologie IoT e AI, fornendo soluzioni innovative per migliorare l'efficienza e ridurre gli sprechi. Nata dall'esperienza diretta nel settore manifatturiero, l'azienda si focalizza su settori ad alto valore aggiunto, come lusso, ferroviario, difesa e aerospaziale, dove i processi manuali sono ancora prevalenti. Il suo prodotto principale è una soluzione Plug&Play, composta da sensori IoT e software potenziato dall'intelligenza artificiale, che automatizza la raccolta dei dati e fornisce analisi in tempo reale per ottimizzare la produzione. I sensori monitorano l'uso degli strumenti e la presenza degli operatori, permettendo di identificare inefficienze e ridurre i tempi di inattività. Il modello di business si basa su IoT-as-a-Service, riducendo del 70% i costi iniziali.

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Automatic medical papers peer review.

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# Lunocode.

## **LUNOCODE BY MOONIFY**

Lunocode by Moonify srl is a generative AI SaaS software designed to simplify and optimize SEO and Content Marketing activities. With Lunocode, users can define keywords, create content strategies, generate content, and much more with just a few simple clicks. This tool helps improve the online visibility of businesses, making SEO processes more efficient and cost-effective.



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# Meddle

## ***MEDDLE***

Meddle is the IIoT platform that let you integrate, collect, manage and analyze data coming from your industrial plant.

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## **PACK**

Pack is the platform democratizing coaching and mentoring by empowering companies to activate custom development pathways open to everyone. Our recipe is made of three ingredients:

- a network of hundreds of world;
- renowned certified mentors and coaches;
- a platform that allows to manage programs digitally;
- a scientific methodology built with Ph. D.s and thought leaders on mentoring and coaching.

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# Quiroom

Travel more for less

## **QUIROOM**

Quiroom is a web platform that allows hotels to sell their vacant rooms, which would otherwise remain unsold, to travelers who can book them from 7 days before check-in, saving up to 40% per night with secret rates. Quiroom offers a win-win solution: it helps hotels increase their revenue while allowing travelers to save money and travel more. Today, we have over 500 partner hotels across Italy and a growing community of 15,000 registered members.



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## **SLY**

SLY is a sensing platform that offers a continuous monitoring service of air quality around vastly distributed real assets, rapidly and accurately detecting anomalies such as wildfires and super-pollutant gases (e.g. methane).

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## **SOOURCE**

Soource is an AI-powered SaaS platform that helps purchasing managers search for products and services across an extensive company database, and contact potential suppliers at scale via email. Responses are collected and processed by Soource, which uses AI to automatically interpret text and attachments, extracting key qualitative and pricing information. Additionally, Soource extracts valuable supplier data from the replies—such as contact details, product categories, and more—to continuously update and refine the supplier database, improving its accuracy over time. All this data is then displayed in a user-friendly dashboard, allowing for efficient supplier comparisons. By tapping into a vast supplier network, Soource enables purchasing managers to secure better purchasing terms and reduce supply chain risks associated with relying on a limited number of suppliers.



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# SophIA

## SOPHIA

Sophia: "Your team's memory in a message". We all know how much information teammates have but do not write down or share, remaining in their minds and causing inefficiencies, loss of knowledge and business opportunities.

Until now, saving this implicit information was almost impossible due to a lack of the right tools. This is why Sophia was born. Its strength is the immediacy of use: it allows to store and share any information by simply sending a voice message (or PDF or text) in chat; GenAI will take care of the rest. Likewise, you can retrieve team's memory with a simple message, just as you would on WhatsApp with a colleague

The image shows a promotional graphic for the Sophia app. On the left, the Sophia logo (a blue circle with a white dot) is followed by the text "sophia TEAMS MEMORY". Below this is the headline "Your team's memory in a message" in a large, blue, sans-serif font. Underneath the headline is a smaller line of text: "Thanks to the use of **voice**, **GenAI** and an immediate **UX**, Sophia allows you to **save key information** with the ease of a voice message on **WhatsApp**".

On the right, three smartphone screens are displayed, each representing a different function of the app:

- 1 TELL:** The screen shows the "Add Info" interface. It prompts the user to "Choose the way you prefer to save information to remember and share with the team" and offers options for voice recording and text input. A keyboard is visible at the bottom.
- 2 ASK:** The screen shows the "Ask for Info" interface. It prompts the user to "Write or ask anything you are interested in". It displays a chat conversation where a user asks "Hi, how can I help you?" and the app responds with information about a procedure, including a PDF document link.
- 3 REDISCOVER:** The screen shows the "History" interface. It displays a list of previous conversations, with the most recent one titled "Today" and containing two messages: "What is our procedure for requests for proposals?" and "How does this call work?".

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## **SPORT BUSINESS LAB CONSULTANCY**

We are a Sports Observatory that helps users and companies to easily find all the data on the main research areas related to the sports market. We have designed a technology to integrate different databases into one platform, allowing users to obtain information through longitudinal and interdisciplinary data. The Sports Observatory is a statistical centre with a history of detailed information on research areas dedicated to the global sports market. Using our algorithms we generate segmented searches by continent, state, region and city.



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## ***TRAVEL VERSE SRL***

Travel Verse, realizza soluzioni in VR/AR per il mercato turistico, ha realizzato innovazioni proprietarie come il "Concierge Virtuale" per sostenere l'operatività delle strutture ricettive alberghiere. Travel Verse realizza anche su fornite giochi per destinazioni e attori del turismo.

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## **TRUESCREEN**

TrueScreen is the cybersecurity company leader in the acquisition, signing, and management of data with legal and evidentiary value. TrueScreen's mission is to restore trust in digital information by providing proprietary technologies to prevent fraud, disputes, and disinformation. The company aims to become the international standard for the acquisition and management of indisputable data. By capturing multimedia content with legal and forensic value, document signing, and certifying data and online communications, TrueScreen offers companies, professionals, and individuals secure and efficient information flow management. TrueScreen is used by multinational corporations, system integrators, consulting firms, and public administrations to ensure the authenticity and immutability of information, improve process efficiency (reducing implementation time and costs), and guarantee full compliance with international regulations regarding data acquisition and processing. TrueScreen's proprietary technology is available as SaaS (software-as-a-service) through mobile apps, web services, or easily integrable APIs/SDKs for third-party software.



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## **TUTORNOW**

Ripetizioni online dalle scuole elementari fino all'università per studenti con Disturbi Specifici dell'Apprendimento e Bisogni Educativi Speciali.



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# UNICORN

## MOBILITY

### **UNICORNMOBILITY**

Unicorn Mobility is a pioneering company focused on reshaping urban transportation with a diverse range of electric vehicles, including e-bikes, scooters, mopeds, and micro electric cars. The company specializes in providing tailored mobility solutions for private communities such as hotels, corporate campuses, and residential compounds. Through a flexible subscription model, Unicorn Mobility offers sustainable transportation options that enhance convenience and reduce carbon emissions for businesses and communities. Their services encompass fleet management, maintenance, and innovative products like electric vehicle wallbox chargers, designed to integrate seamlessly into hospitality and corporate environments. Unicorn Mobility's mission is to promote clean, efficient, and cost-effective transportation, helping organizations and communities transition towards greener, more sustainable mobility. By partnering with key stakeholders in various sectors, Unicorn Mobility is playing a crucial role in advancing shared electric transportation solutions that meet the needs of modern private communities.



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## **VOLUMIO**

Volumio is pioneering the future of audio entertainment with the first-ever AI audio assistant. Our cutting-edge app merges all your music subscriptions into one seamless experience, offering perfect curation with AI to deliver music that is truly relevant and tailored to your tastes. Beyond just music, Volumio creates personalized podcasts that deliver the news you care about on demand, blending it with your favorite tunes for a unique audio journey. With over 700,000 downloads and 10,000 satisfied paying users, Volumio is transforming how you experience audio content, making it more personalized and enjoyable than ever before.

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## **WHOTEACH**

WhoTeach is a B2B Intelligent Digital Learning Platform based on AI that supports training institutions and HR Managers in delivering online courses aimed at corporate upskilling and reskilling. Through the use of Artificial Intelligence, WhoTeach optimizes the retrieval of the necessary resources, suggesting the most appropriate ones based on the users' input and it generates the final materials in slides in HTML or PPT format with conceptual maps and quizzes with related assessments thanks to a Generative-AI component. In addition to the innovative AI module, WhoTeach has other three modules:

- Learning Management System (LMS): it allows the creation and management of courses in asynchronous mode.
- Live Rooms: learning management in synchronous mode.
- E-portfolio: integrated social network that facilitates the users' experience and increases the users' interaction.

WhoTeach offers courses and materials that can be accessed from anywhere and at any time; it has a high degree of personalization in order to offer a more engaging, interactive, and above all ad-hoc learning experience for each individual based on their gaps and needs. In addition to it, it also has a progress monitoring system for students and/or business staff with reporting management.

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## **WITTY**

Witty X, the app able to reduce range anxiety by predicting two/three wheels EVs energy consumption based on the route selected on Google Maps. Thanks to Witty X, it will be possible to extend the battery lifespan, extend kilometers per daily rides and increase the available charging capacity in high-demand areas.

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