



# ITALIA

WEBSUMMIT | 10-13 NOV 2025

FIL (Feira Internacional de Lisboa)  
R. do Bojador, 1998-010 Lisbon  
Pavilion 3 - Booth n. E372



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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 supported the internationalization 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 support, advice, promotion and training to Italian small and medium sized enterprises. Using the most advanced multi-channel promotional and communication tools, to promote the excellence of Made in Italy throughout the world. Our office in Madrid is the ideal gateway to the Spanish and Portuguese markets.

Web Summit is one of the world's most influential technology events, a key meeting point for startups, investors, companies, and global innovators. The 2025 edition will take place from November 10 to 13 at the Feira Internacional de Lisboa (FIL).

On this occasion, ITA – Italian Trade Agency, will participate with a national pavilion located at Booth E372, Pavilion 3, hosting a group of highly innovative Italian startups. The space will feature four dedicated startup islands, with individual workstations and a meeting area available for booking.

We warmly invite you to visit our stand and discover the solutions and technologies that Italian startups are developing for the digital future.

Giovanni Bifulco  
Director of ICE Madrid Office



REGIONE AUTÒNOMA DE SARDIGNA  
REGIONE AUTONOMA DELLA SARDEGNA

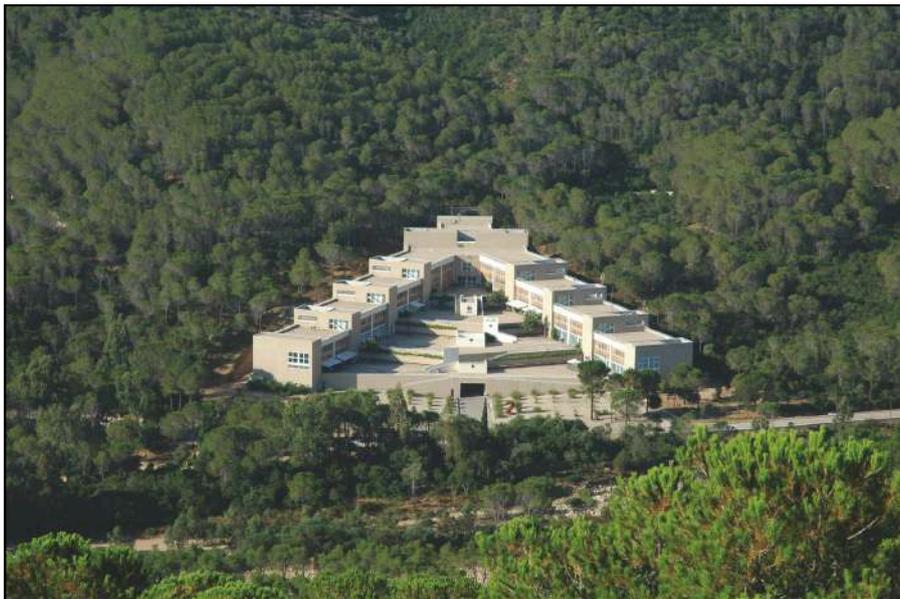


**SARDIGNA CHIRCAS**  
**SARDEGNA RICERCHE**

Sardegna Ricerche is the regional agency for innovation and research in Sardinia, Italy. It is the founder and managing body of the Science and Technology Park of Sardinia and it supports the development of startups and innovative enterprises by providing funding, technical assistance, and access to research infrastructures.

The agency plays a key role in nurturing Sardinia's innovation ecosystem through startup grants, incubation services, mentoring, and connections to universities, research centers, and investors. It offers tailored programs to help early-stage companies validate their business models, develop prototypes, and access national and EU funding opportunities.

With a strong focus on sectors such as ICT, life sciences, cleantech, and agritech, Sardegna Ricerche has helped launch and grow hundreds of high-tech startups across the region. By bridging science, entrepreneurship, and policy, it drives sustainable innovation and contributes to the economic transformation of Sardinia.





**REGIONE AUTÒNOMA DE SARDIGNA**  
**REGIONE AUTONOMA DELLA SARDEGNA**



**SARDIGNA CHIRCAS**  
**SARDEGNA RICERCHE**

A Warm Welcome to Web Summit 2025!

Sardinia's innovation journey is accelerating toward a greener, more connected future – and Sardegna Ricerche is proud to help lead the way. As the regional agency for research and innovation, we work at the intersection of public policy, tech transfer, and entrepreneurship to turn ideas into solutions for resilient, people-centric cities.

Our commitment to sustainability runs deep. Through the Renewable Energy Platform – based in the industrial area of Cagliari – we support open collaboration between companies, universities, and public bodies, with shared labs and expertise spanning smart and micro-grids, energy storage, and integration of renewables into industrial and urban systems.

Here in Lisbon, we're proud to accompany a curated delegation of Italian startups and innovative SMEs. These companies are tackling some of the most pressing challenges in the tech ecosystem, including digital public services, sustainable mobility, circular economy, climate adaptation, energy efficiency, and urban innovation.

We invite you to meet our teams, explore collaboration opportunities, and discover why Sardinia is an emerging hub for deep tech, clean energy, and digital innovation. Let's shape the future of innovation—together.

See you at Web Summit 2025!

Director General of Sardegna Ricerche  
Dr. Carmen Atzori



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*The companies participating with*



**REGIONE AUTÒNOMA DE SARDIGNA  
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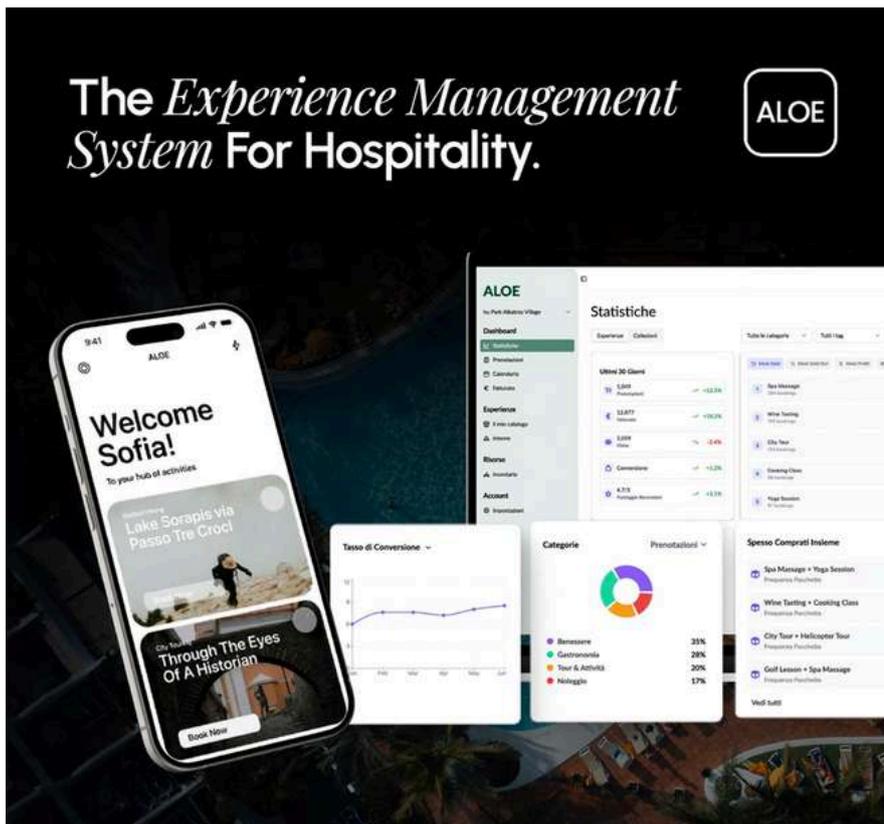
**SARDIGNA CHIRCAS  
SARDEGNA RICERCHE**

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ALOE turns hotels into experience hubs. With a plug-and-play solution, hotels can easily offer, manage, and monetize both in-house and local activities.



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AWorld creates engagement platforms for people to learn and act. Evolve is a modern LXP for continuous, gamified upskilling, using micro-learning, analytics, and generative AI to build personalized learning paths that lift engagement and completion. ActNow is the leading sustainability education and impact app, trusted by 250+ corporates and the United Nations.



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# Bamboo Innovation STUDIO

Founded in 2023, Bamboo Innovation Studio S.r.l. is an innovative startup based in southern Italy. Specializing in the design and development of XR solutions, Bamboo positions itself as a technology partner for museums, companies and professionals who want to improve their customers' communication and engagement.

Mission: Imagine a world where XR removes the barriers between digital and real, revolutionizing the way we experience products, culture and services.

Vision: We create XR solutions that foster Industry 5.0, promoting innovation and enhancing human interaction in a digital ecosystem.



## VExpoo

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BXT.AI is a fintech company developing advanced AI solutions for trading and investments. Its flagship platform, Penelope, delivers short-term market forecasts (1, 3, 5 days) across equities, forex, crypto, and indices. Unlike traditional advisory services, Penelope does not provide personalized financial advice; instead, it empowers investors to define their own risk parameters—such as order size, leverage, and stop-loss—while receiving objective, data-driven buy/sell signals. Built on proprietary predictive models optimized weekly, Penelope combines institutional-level quantitative research with an intuitive interface and explainability features, enabling users to “think like a pro, invest with AI.” The company collaborates with brokers and financial institutions to enhance distribution, engagement, and innovation, positioning itself as a scalable, cross-border fintech solution that bridges the gap between retail investors and professional finance.



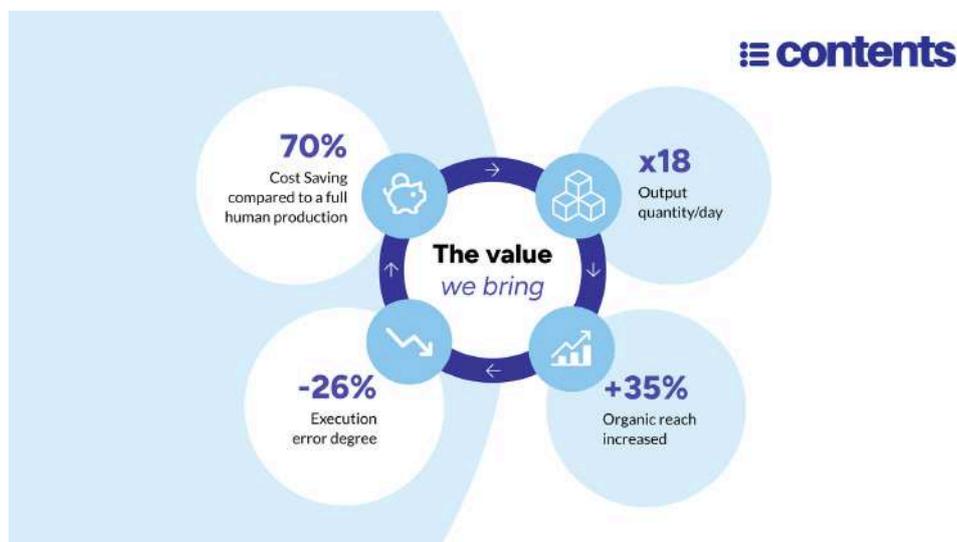
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# contents

Founded in 2021, Contents is a SaaS platform that enables enterprises to manage and govern the entire content flow—from ideation to publication. As an agnostic solution, it integrates with any existing tech stack, providing businesses with the best language model for quality, relevance, and cost-efficiency. Scalable for companies of all sizes, the platform enhances interoperability, collaboration, and efficiency. With offices in Milan, Madrid, and Paris, and serving over 3,000 companies globally, Contents is expanding with a new branch in Riyadh to support Saudi Arabia’s Vision 2030 digital transformation.



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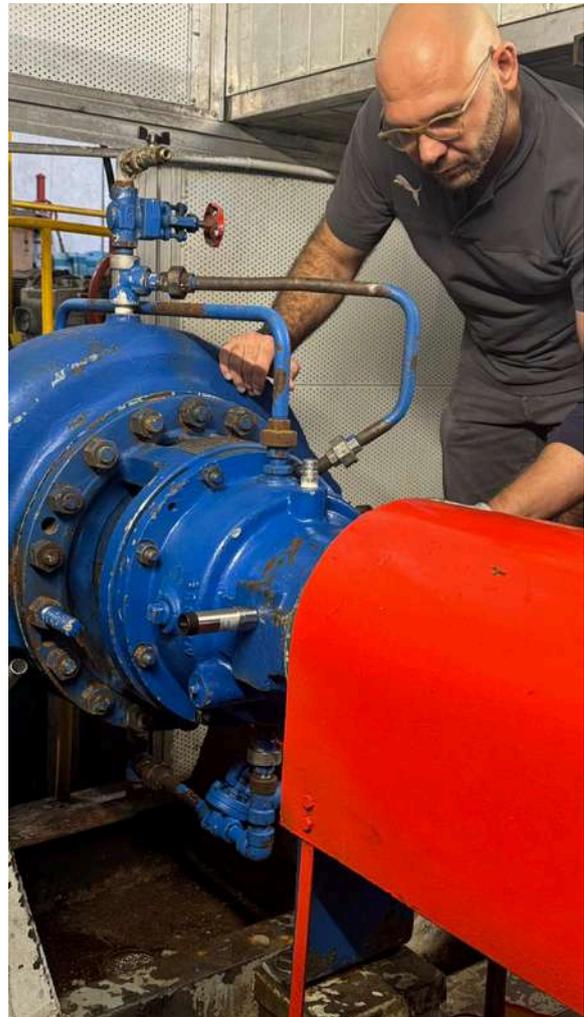
# eMomentum

Industrial machines with even minor defects waste up to 40% more energy and fail faster. Most operators don't see it coming. eMomentum changes that.

The company acts as a doctors of industrial machines, combining predictive maintenance with energy intelligence to help manufacturing and infrastructure operators eliminate unplanned downtime, cut energy waste, reduce CO2 emissions, and extend asset life.

Its all-inclusive solution brings together IoT sensors, AI platform, and certified expert support. It installs in minutes on electro-motorized machinery and delivers ROI in under 3 months, measured through three simple metrics: energy savings, avoided maintenance costs, and prevented production losses.

Backed by leading institutional investors and built by senior leaders with over 100 years of combined industrial experience, eMomentum helps industries act when it matters.



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## Automatic medical papers review

Project Demo/ Aspirin in Patients ...

Explore evaluation criteria for your pdf file.

**Total Score**  
89%

**Does the article provide a detailed description of the sample, including size, demographics, recruitment, and criteria?**  
✓ Yes  
[Expand for explanation](#)

The article provides a detailed description of the sample, including size, demographics, recruitment, and criteria. The research paper mentions that participants were recruited from 135 centers in 23 countries from July 2010 to December 2013. It also specifies that 82 centers from 21 countries enrolled patients with a history of PCI. The paper further details the criteria for patient enrollment into the initiation and continuation stratum based on their aspirin intake. The paper also mentions the use of a 24-hour computerized Internet system for randomization and the use of block randomization, stratified by center and aspirin stratum. The paper also provides information on the follow-up procedures and the statistical methods used for analysis. Therefore, the paper provides a comprehensive description of the sample, recruitment process, and criteria, warranting a score of 1.

**Does the article describe the data analysis process in detail?**  
✓ Yes  
[Expand for explanation](#)

**Does the article discuss measures taken to avoid or minimize systematic bias?**  
✓ Yes

**Does the article share any data or code?**  
✗ No  
[Expand for explanation](#)

**Has the study or any data in the article been registered in advance?**  
✓ Yes  
[Expand for explanation](#)

**Does the article adhere to specific reporting guidelines?**  
✓ Yes  
[Expand for explanation](#)

**Is the article's methodology described in detail, including where, when, how, what, and who?**  
✓ Yes  
[Expand for explanation](#)

**Are the data collection processes described in detail, including where, when, how, what, and who?**  
✓ Yes

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Finanz is the first app that helps you learn, save, and invest. With +50K users in just 8 months and €700K raised, the company is on the road to becoming Europe's #1 personal finance app.



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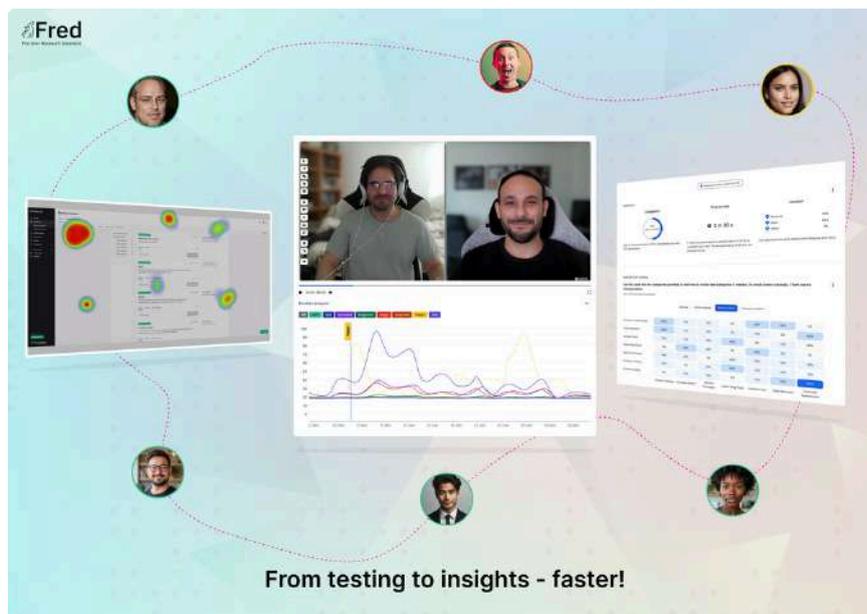
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The User Research Shepherd

Fred is the all-in-one user research platform that helps teams understand their users faster and make smarter product decisions. It brings together methods like card sorting, usability testing, surveys, preference tests, and interviews into a single workspace, cutting the need for multiple tools. Fred goes beyond data collection with built-in reporting, behavioral insights, and AI-powered analysis of video, audio, and text to detect emotions and sentiment. Teams can run unmoderated or live studies, involve hidden stakeholders as observers, and overlay results with heatmaps, gaze tracking, and screen recordings. By simplifying workflows and reducing time-to-insight by up to 60%, Fred makes professional research accessible for startups, product teams, and organizations of any size. All data is hosted in Europe, with an on-premise option available for enterprises with strict privacy requirements.



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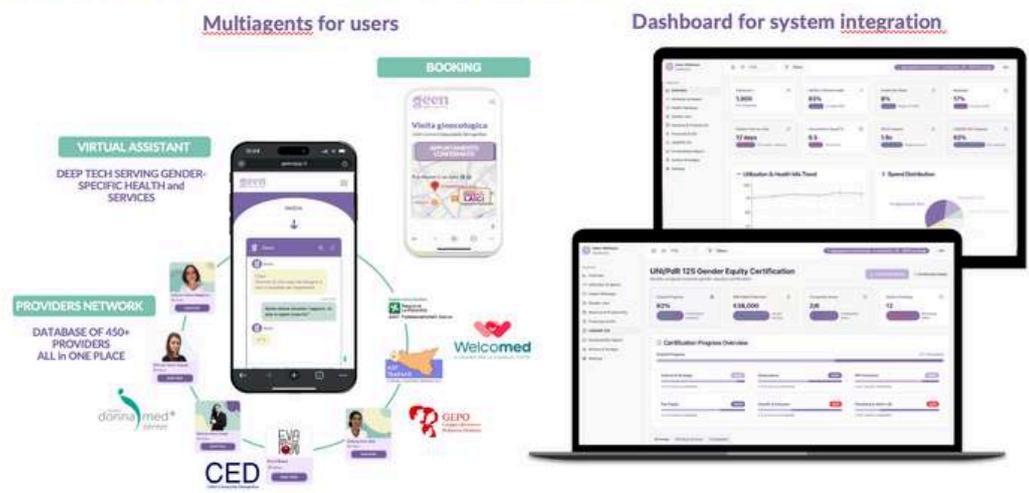




Geen is an AI-driven FemTech company building people-sensitive triage and benefits navigation for individuals, employers, and public health systems. The platform combines a vertical copilot and GraphRAG-powered retrieval with an evidence-based knowledge base to translate everyday language into safe, inclusive care pathways. Geen integrate with providers, corporate welfare, and regional services to guide users to the right specialist, enable bookings, and surface ROI/usage analytics to clients. Paid B2B/B2G (free to users), Geen reduces misdirected care, absenteeism, and underused coverage while generating anonymized, GDPR-compliant real-world data for continuous model updates. Current traction: 450+ onboarded providers, 5+ corporate pilots. Goal: become Italy's first wellbeing digital partner and scale a vertical small language model and data hub across Europe.

## PLATFORM: TRIAGE + MONITORING

OUT NOW



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# HexErgy

HexErgy is an innovative cleantech startup committed to accelerating the development of Renewable Energy Communities (RECs) worldwide.

This model of energy transition is often hindered by complex regulatory, financial, and technical barriers, making it difficult for citizens, businesses, and public administrations to locally share green energy.

HexErgy tackles this challenge by integrating specialized expertise within a single intuitive platform powered by blockchain technology.

The solution enables all stakeholders, both technical and non-technical, to save up to 75% of the time required to design, create, manage, and promote energy communities through four interoperable modules, making the social impact of RECs tangible and accessible to everyone.



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Lapper is a performance tracking and coaching app built for athletes in lap-based sports such as running, cycling and motorsports. By combining GPS data, real-time communication, and intelligent analysis, it transforms raw performance metrics into actionable guidance during training sessions. Unlike traditional tracking apps that only record times or distances, Lapper enables live interaction between athletes and coaches, providing instant voice feedback and tailored advice while an athlete is still on the track. Its smart insights help users refine pacing, technique, and consistency, turning each session into a cycle of continuous improvement. Available on iOS, Android and Apple Watch, Lapper delivers seamless monitoring, intuitive analytics, and real-time feedback, making it a powerful tool for athletes who want more than tracking: personalized coaching that drives measurable performance gains.



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Mountain Maps is the first AI-native outdoor app.

Born from the idea of five Italian mountain enthusiasts, its mission is to offer simple and personalized tools to enjoy a worry-free day in the mountains.

Chat with MIA, your AI guide, explore detailed online and offline maps across Europe, plan treks, and discover new trails designed just for you.

Here's an example of what you can ask Mountain Maps: "I'd like a trail near Madonna di Campiglio, about 10 km long, not too difficult, with a mountain hut at the end where I can take a break."

+10% WoW Paying Users  
88K Monthly Active Users  
1,700+ Paying Users.



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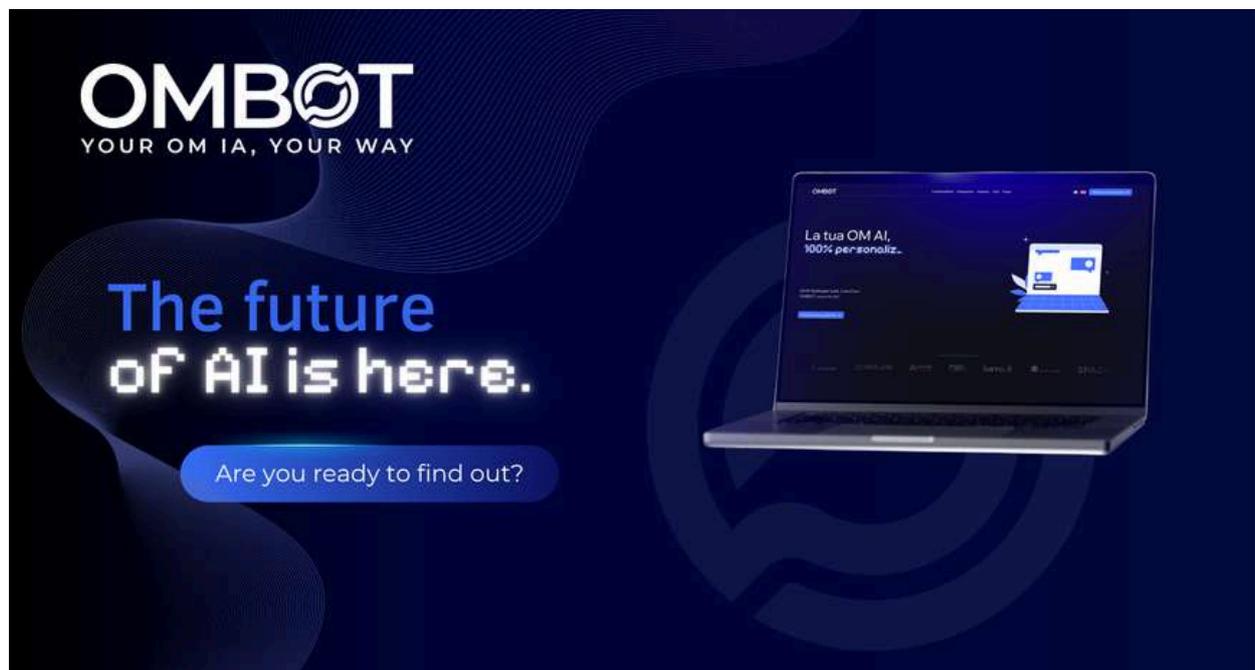
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# OMBOT

OMBOT.AI empowers organizations with intelligent document management, process automation, and secure data extraction through advanced AI. Its platform streamlines compliance, contract, and reporting workflows, offering greater efficiency, transparency, and control. As part of the CtrlRisk ecosystem, OMBOT.AI deliver integrated solutions for risk management and regulatory compliance. Thanks to its connection with RedigOnline, users benefit from seamless digital signing and advanced document collaboration features. Choose OMBOT.AI for smarter, safer business operations.



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P2Cam Studio is an innovative SaaS platform that democratizes video analysis through advanced Computer Vision for sports performance optimization. The platform enables athletes and industry professionals to easily upload their training videos and access personalized, sport-specific analyses, regardless of whether they're part of the P2Cam network. their goal is to expand this revolutionary technology into the healthcare sector, providing doctors and physiotherapists with advanced tools for patient monitoring and rehabilitation through movement analysis and physical performance assessment.



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Qodeup is modernizing restaurant payments through a unified platform. Initially launched with QR-based order & pay, the company is now expanding into smart payment terminals, doubling its addressable market. Its purpose is simple: to save restaurants time lost on bills and payments so they can focus on their guests.

Trusted by Italy's largest chains and iconic independents, Qodeup has tripled transactions over the past 18 months and strengthened its recurring revenue. By vertically integrating payments, it unlocks data-driven insights and delivers faster, easier, smarter solutions.

Within one year, Qodeup is scaling terminals across Italy and expanding its Order & Pay services, with deployments like San Siro proving scalability. Looking ahead, the company aims to expand globally and shape the infrastructure for hospitality's future, positioning Italy as a fintech leader.



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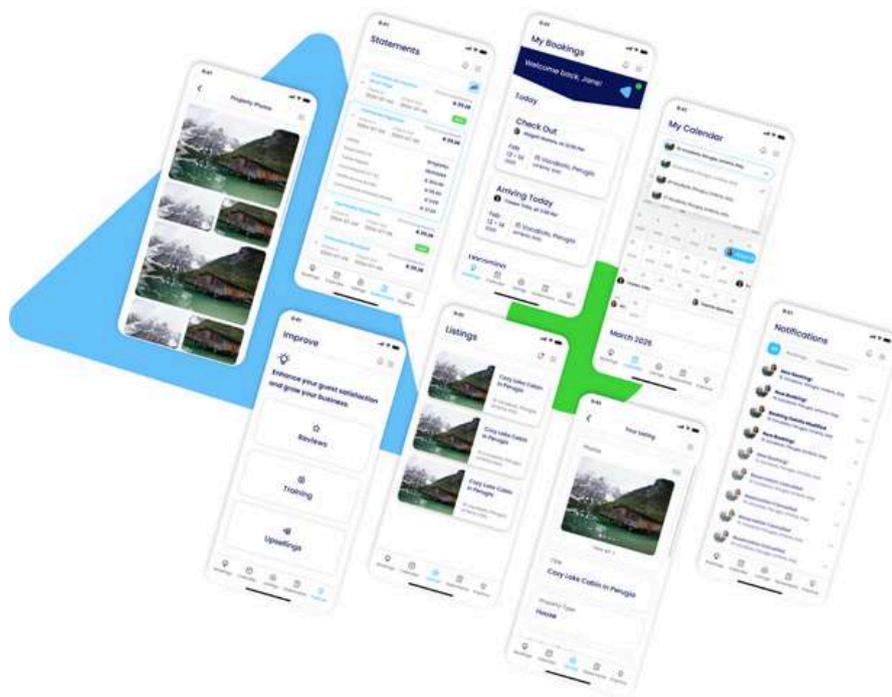
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# Ruralis

Ruralis is the Italian startup transforming short-term rental management in rural areas. Its mission is to simplify the management of vacation rentals, optimizing every aspect. Through its proprietary digital platform, Ruralis manages every step of the rental process: listings on over 100 international booking sites, AI-driven pricing optimization, multilingual guest support, and streamlined administration. This allows hosts to save time, maximize revenue, and deliver authentic experiences to travelers.



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Screen to Soul is an innovative startup with a social vocation that develops digital educational platforms blending technology, art, and human connection. Its mission is to create emotionally engaging tools and experiences that promote inclusion, creativity, and well-being, especially for youth and adults experiencing mental health challenges or social marginalization.

The company designs interactive paths that stimulate motor, perceptual, relational, and artistic growth, helping users rediscover themselves and others in a safe, protected digital space. Each project is co-created with artists, educators, and professionals to ensure impact, accessibility, and emotional depth.

Screen to Soul is committed to combating digital addiction and isolation by fostering authentic relationships, empathy, and expression through innovation. It believes education must nourish the soul and break down cultural, psychological, and social barriers to build a more inclusive, conscious, and connected future.



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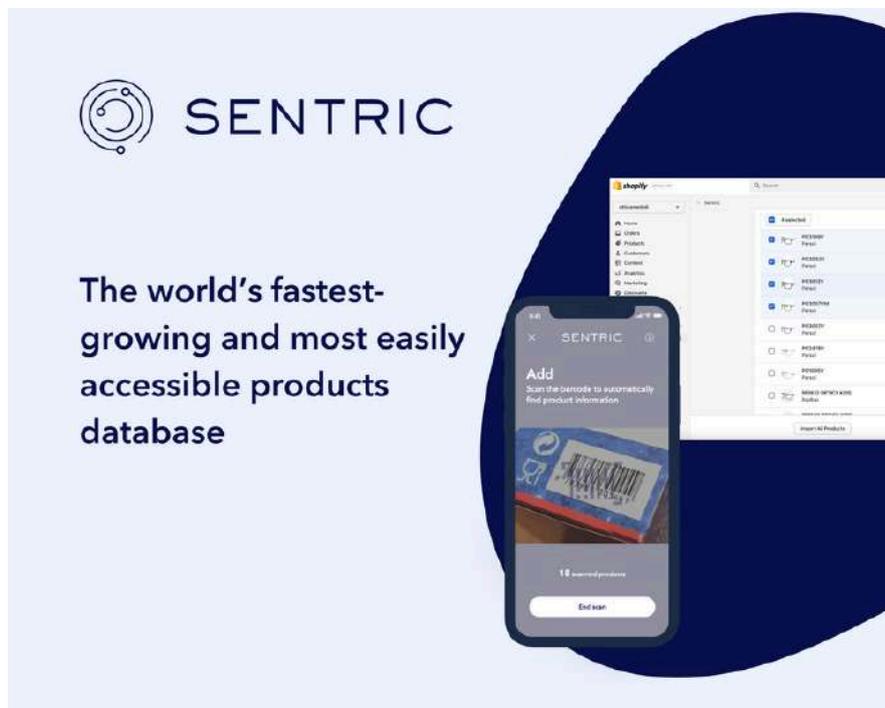
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# SENTRIC

Sentric is an AI-powered SaaS platform that helps multi-brand retailers easily create, enrich, validate, and translate product data directly from manufacturers for seamless omnichannel sales, while building the world's fastest-growing and most easily accessible products database.



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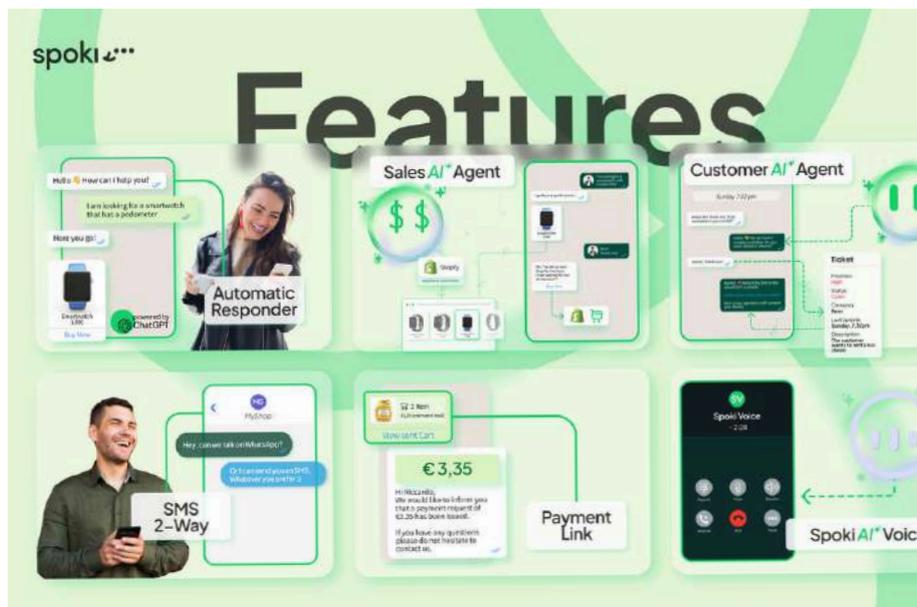


# spoki

Spoki is the first conversational marketing platform that optimizes communication between companies and customers on WhatsApp. Integrated with the official API, it turns every chat into an opportunity for sales, support, and loyalty, guiding customers throughout the entire customer journey.

Thanks to advanced automations, SMS and multi-channel integration, native integrations, customized chatbots, and AI, Spoki enables efficient management of contacts and interactions. The platform supports advanced contact segmentation, scheduled campaigns, CRM and CMS integration, and marketing automation tools.

Moreover, it allows direct sales through the product catalog, secure payments on WhatsApp via PayPal integration, and support ticket management for more effective customer service. With an intuitive and user-friendly interface, Spoki streamlines and enhances business communication, improving customer experience while boosting marketing, sales, and support performance.



## NEXTAI S.R.L.

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Vocations is building the AI layer for headhunters: its intelligent agent automatically collects and aggregates job openings from all available online sources.



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# WhoTeach

WhoTeach is a B2B intelligent Digital Learning platform that supports training institutions and HR Managers to create, generate and deliver online courses. The platform enables an easy management of synchronous and asynchronous training activities through the synergy between its components, their modularity and adaptability to various training contexts. It is equipped with two AI systems that support trainers and experts in creating and managing training paths.

**WhoTeach**

**One single platform**  
for every training need

- WhoTeach AI**  
for training material generation
- WhoTeach Live**  
synchronous
- WhoTeach LMS**  
asynchronous

The intelligent B2B platform of digital learning

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Wink Suite empowers businesses to drive customer engagement, boost sales, and reward internal teams, all from a single tool.

It's a platform that enables companies to launch and manage loyalty, promotional, and trade incentive campaigns for both B2C and B2B audiences. Designed for brands and agencies, it allows full customization and rapid deployment of multi-language, multi-mechanic experiences - from gamified sweepstakes to referral programs and team challenges. With an intuitive interface, advanced analytics, and integrated CRM features, Wink Suite simplifies campaign management at scale.



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# youAddict

YouAddict is a deeptech startup reinventing the fashion market through AI. In collaboration with the University of Barcelona, a European leader in AI applied to fashion, the company transforms academic innovation into real-world solutions.

Its starting point: in an era of limitless, standardized online offerings, brands struggle to stand out and build meaningful connections with customers. To address this, YouAddict has developed an AI-powered Personal Stylist that creates personalized outfits on demand. Unlike existing static solutions based on predefined rules, its technology enables users to request looks for specific styles or occasions and instantly receive tailored recommendations.

The Stylist combines items customers already own with new pieces on sale, delivering an engaging, interactive, and unique experience. Offered as a B2B white-label SaaS, integrable online or in-store, the solution boosts conversions, upselling, and loyalty.



The advertisement features the YouAddict logo at the top, followed by the tagline "AI-POWERED STYLING SERVICES PERSONALIZED SHOPPING EXPERIENCE". Below this, two smartphones are shown: one displaying a red dress and the other displaying a personalized outfit recommendation. The background is a gradient of orange and red. Text at the bottom of the graphic reads: "Personalized & on demand outfit suggestions to:" followed by three buttons: "ENHANCE CUSTOMER EXPERIENCE", "INCREASE AOV", and "BOOST SALES". At the very bottom, it says "Effortlessly integrable into your website or app for a unique & tailored shopping experience".

## YOUADDICT S.R.L.

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Youmarell is an innovative web platform dedicated to construction, which enhances communication and supports marketing content. Inspired by the Bolognese “Umarell” – the pensioner who wanders around construction sites with his hands behind his back – the platform allows users to remotely follow the progress of projects through photos, videos, technical information and podcasts, ensuring full privacy protection by blurring sensitive data. It is a valuable tool for public administrations, which can clearly communicate their works, for construction companies seeking greater visibility and an updated portfolio, and for students and enthusiasts interested in learning more about the construction world. Students, in particular, can virtually explore sites and gain knowledge. With sections dedicated to news, articles and educational content, Youmarell spreads the culture of construction, covering not only building sites but also everything surrounds them.



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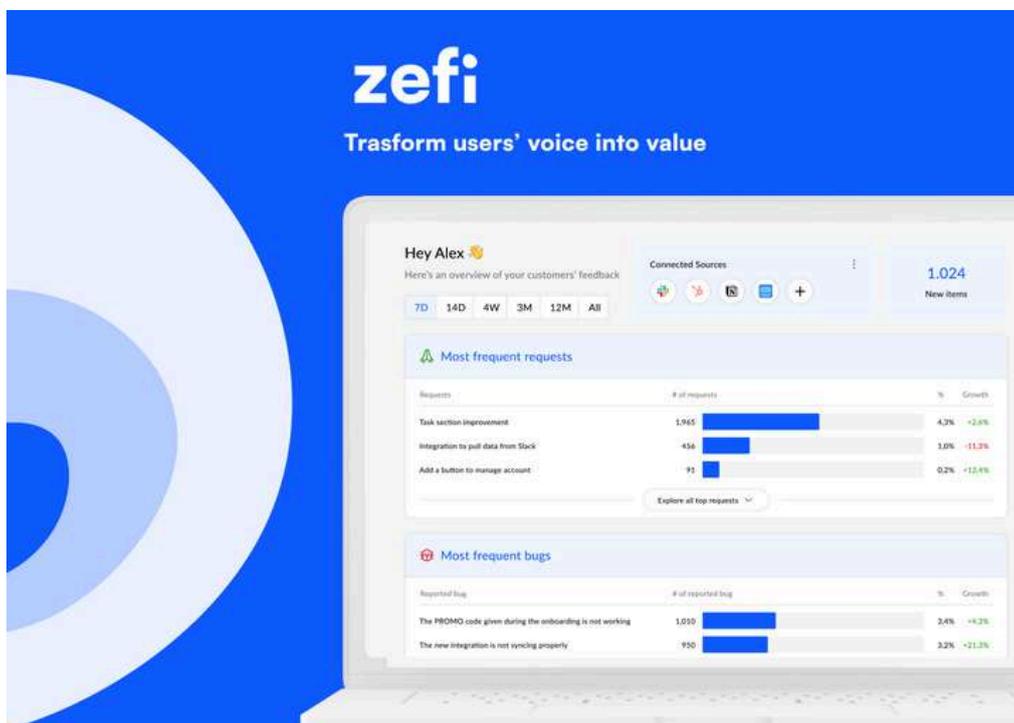
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Zefi turns customer voice into action. It aggregates feedback from multiple sources, structures qualitative data, and provides real-time product and customer experience insights with AI. Zefi automates sharing with stakeholders, closes the loop by enabling action, and tracks impact to fuel continuous improvement. Reduce churn, identify growth opportunities, and stay ahead of evolving needs, all from a single platform.



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*The companies participating with*



**REGIONE AUTÒNOMA DE SARDIGNA  
REGIONE AUTONOMA DELLA SARDEGNA**



**SARDIGNA CHIRCAS  
SARDEGNA RICERCHE**



REGIONE AUTÒNOMA DE SARDIGNA  
REGIONE AUTONOMA DELLA SARDEGNA



**SARDIGNA CHIRCAS  
SARDEGNA RICERCHE**

Sardegna Ricerche is the regional agency for innovation and research in Sardinia, Italy. It is the founder and managing body of the Science and Technology Park of Sardinia and it supports the development of startups and innovative enterprises by providing funding, technical assistance, and access to research infrastructures.

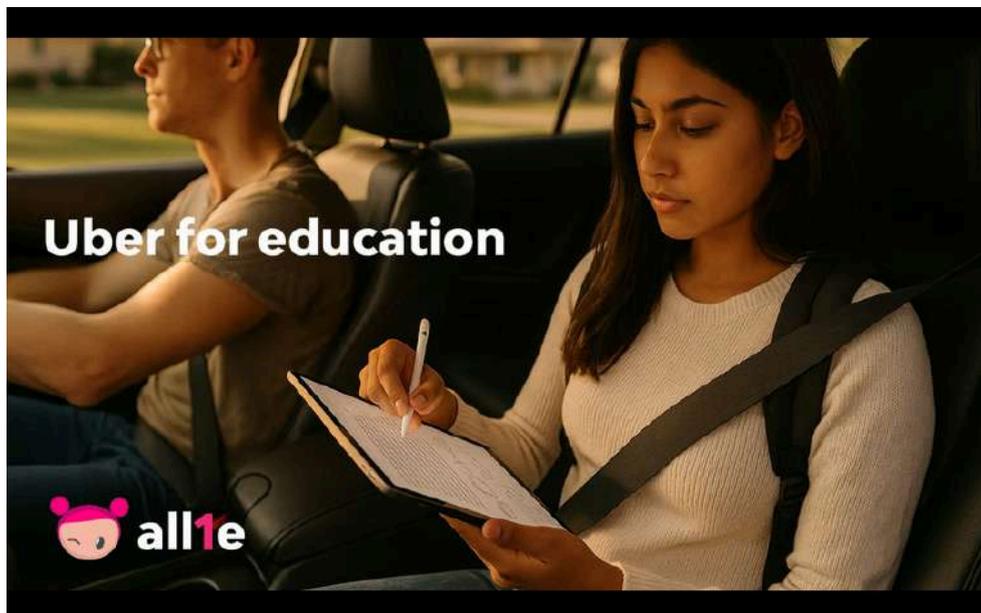
The agency plays a key role in nurturing Sardinia's innovation ecosystem through startup grants, incubation services, mentoring, and connections to universities, research centers, and investors. It offers tailored programs to help early-stage companies validate their business models, develop prototypes, and access national and EU funding opportunities.

With a strong focus on sectors such as ICT, life sciences, cleantech, and agritech, Sardegna Ricerche has helped launch and grow hundreds of high-tech startups across the region. By bridging science, entrepreneurship, and policy, it drives sustainable innovation and contributes to the economic transformation of Sardinia.





All1e is the “Uber for Education”: anyone with knowledge can turn lessons into AI tutor-bots and earn by sharing them. Students get affordable, verified study companions; tutors unlock new income streams. Powered by fine-tuned models and RAG, All1e makes quality education scalable, accessible, and sustainable.



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Certy is an Italian innovative SME specialized in artificial intelligence and cybersecurity. Its flagship product, Certy Expert, is a proactive AI agent that empowers employees to become the first line of defense against cyber-threats. It trains staff with interactive micro-lessons, detects phishing attempts through email forwarding, automates simple IT tickets, and integrates seamlessly with a wide range of company tools – such as Slack, email, and more.

Thanks to a patented anonymization system, companies can safely access top AI models (ChatGPT, Gemini, etc.) without exposing sensitive data. Certy Expert also creates digital twins of employees and suppliers: dynamic security profiles that track exposure to online risks and predict the most likely attack vectors.

This proactive approach enables organizations of all sizes – from SMEs to large enterprises and public institutions – to shift from reactive to proactive cybersecurity, significantly reducing incidents caused by human error.



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HandyRent is an intelligent virtual assistant designed for vehicle and boat rental companies. Powered by artificial intelligence, it operates like a real human collaborator, autonomously managing bookings, contracts, customers, fleet, and maintenance. It automates every operational step, minimizing errors and reducing bureaucracy, allowing rental operators to focus on growing their business. With advanced features such as online self check-in, ID document data extraction, GPS tracking, and real-time statistical analysis, HandyRent enables rental companies to deliver a fast, secure, and fully digital customer experience. Integrated with insurance providers, mechanical workshops, and external sales platforms, it serves as a complete hub that streamlines processes and helps rental businesses save both time and money. HandyRent is not just software, it's a true partner in making rental operations more efficient, sustainable, and ready for the future of smart mobility.



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Icarus S.r.l. develops JennyAI, a voice-first virtual assistant designed for primary care and community clinics. JennyAI answers all patient calls 24/7, understands natural language, and structures requests such as repeat prescriptions, appointment changes, and general information. It delivers these as actionable tickets to the physician or staff, without automating any clinical decision. The system integrates seamlessly with existing phone lines, requires no change in patient behavior, and reduces the workload of front-office teams. JennyAI is GDPR-compliant by design, hosted in the EU, and can operate fully on-premises. Early deployments in Italy show a significant reduction in unanswered calls and administrative pressure. With a scalable SaaS model and partnerships under development in Europe, Japan, and Canada, Icarus aims to become the trusted reference for safe, compliant, and efficient AI voice support in healthcare.



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Rombo AI is a Deep Tech company pioneering the use of Artificial Intelligence and Machine Learning for advanced spectral analysis, with a strong focus on Nuclear Magnetic Resonance (NMR) in the petrochemical sector. Its mission is to empower R&D teams to independently develop, deploy, and manage predictive AI models, accelerating spectroscopic analyses while reducing reliance on external suppliers.

Through intelligent automation, the SpectraML™ framework delivers real-time NMR analysis with increased sample accuracy, eliminates repetitive tasks, and enables scalable and precise spectral analysis for process optimisation. Rombo AI aims to revolutionise laboratory workflows in the refinery, energy, chemistry, and biotech sectors, becoming a leading reference for R&D innovation and AI-powered laboratory solutions.

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Smart Geo Survey is a startup specialized in precision agriculture and water management. Its flagship product is SAM (Smart Agriculture Method), a decision support platform capable of analyzing and processing multispectral and hyperspectral images captured by drones to provide farmers with precise information on the situation in the field. SAM is scalable to any type of crop and adapts to all needs.



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Tomato SRL focuses on developing secure blockchain components to enable financial institutions to offer digital assets to their customers.



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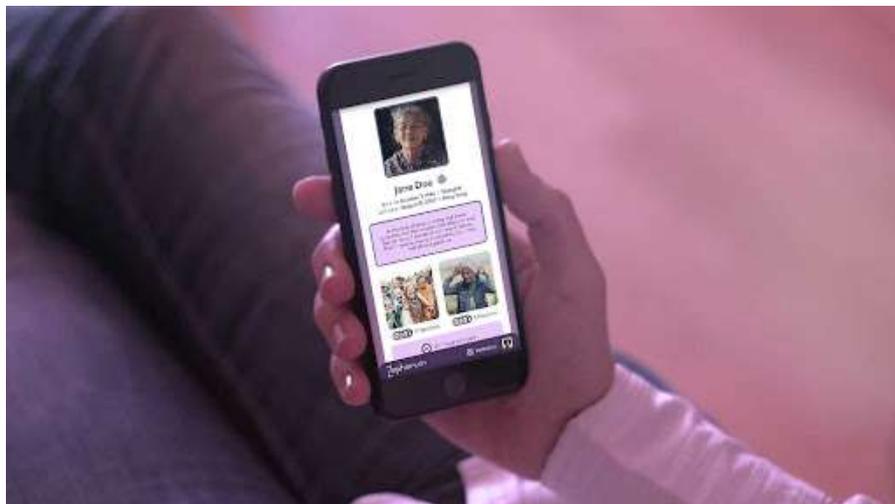
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Product Manager



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# Zephorum

Zephorum solves the problem of digital death with a unique legaltech procedure for digital legacy planning/recovery and a Webetery ecosystem for commemoration. Zephorum, death tech pioneer, solves the problem of digital legacy and data persistence with a unique legaltech solution, valid across all GDPR countries and adaptable to other jurisdictions, democratizing the right to digital legacy, the right to be forgotten and the right to be remembered.



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