



INTERTWINE: THE FIRST SOCIAL NETWORK DEDICATED TO SHARED CREATIVITY IS LAUNCHED BY 56CUBE AND DIGITAL MAGICS

This innovative collaborative multimedia editing startup gets € 110,000 seed funding from the incubators.

Salerno, 5 December 2013 – Intertwine is a web-based platform that allows users to **create, share and publish multimedia publishing products in a collaboration-oriented environment**. **56CUBE**, a *venture incubator* of innovative digital startups based in Southern Italy, established by **Digital Magics**, the certified incubator listed on AIM Italia of Borsa Italiana (Italian Stock Exchange) (ticker: DM), underpins Intertwine **with an investment of 110,000 euro** and - together with Digital Magics - it supports the innovative startup with services covering multiple areas such as Finance, Technology, Strategy, Marketing, Administration and Logistics.

The objective of this innovative startup is to develop a new entertainment product that combines the features of traditional printed products with digital communication and social networks. The **beta version of www.intertwine.it** is **online** since few days and provides key social capabilities (comments, notifications, “likes”, sharing within the platform and sharing in social networks), writing tools such as notes and the preview of the multimedia work.

Intertwine concept encompasses two players: the *plotter* who creates the work's *plot* making it available to the community for continuing the project and the *bricker*, the community which develops and shares *bricks* (texts, audio, video, pictures), i.e. the different elements to be used for building the work designed by the plotter.

After completion of the creation process, the *plotter* will select the most appropriate *bricks* and will create an **intertbook**, a multimedia piece of work. *Intertbooks* will be distributed in digital delivery mode and generate revenues for the *plotter*, for each *bricker* which has participated in the project and for the platform.

In 2012, Intertwine **was the winner** of the **first edition of Vulcanicamente**, a startup competition organized by the Municipality of Naples. **Wind Business Factor 2013** has selected this collaborative multimedia editing startup for the relevant support and training program. In 2013, Intertwine also participated in Italian and foreign important contests, passed all selection processes and got to the finals of **Mind the Bridge Accelerator**, **Web Summit in Dublin** and **Startupbootcamp Pitch Day Barcelona** (December 2013).

“The beta version of our platform we have recently launched already allows users to come up with their own ideas or to develop other ideas by providing multimedia contents of any type; in the next months our website will be online in English” - states **Gianluca Manca, Founder and CEO of Intertwine** - *“The funding and support provided by our incubators - 56CUBE and Digital Magics - will allow us to accelerate the growth and the production process of our startup, thus enabling us to be on the market as soon and as best as possible”*.

“When we got acquainted with the Intertwine team - Gianluca Manca, Salvatore Imperato, Gennaro Mangani and Stefano Imperato -, the highly innovative project immediately drew our attention; however, the disappointment we saw in their eyes and, above all, the steadfast attitude of young people who firmly believe in something were the major features which strongly impressed us ” - states **Gennaro Tesone, CEO of 56CUBE and Partner of Digital Magics** - *“These young people are strongly contributing to develop and put into practice an essential idea: to bring culture and creativity into the “social” world by leveraging its potential. They were able to fully convince us: more than them, we now believe in this startup, we have co-founded with 56CUBE. Intertwine is material evidence that also in Italy you can create a digital business by spreading the seed of*



culture: a double chance of success for our incubator and for society”.

Intertwine – www.intertwine.it

Intertwine is an innovative digital startup of 56CUBE, an incubator based in Southern Italy. It is a web-based platform that allows users to create, share and publish multimedia publishing products in a collaboration-oriented environment. Intertwine concept encompasses two players: the plotter who creates the work's plot making it available to the community for continuing the project and the bricker, the community which develops and shares bricks (texts, audio, video, pictures), i.e. the different elements to be used for building the work designed by the plotter. After completion of the creation process, the plotter will select the most appropriate bricks and will create an intertbook, a multimedia piece of work. Intertbooks will be distributed in digital delivery mode and generate revenues for the plotter, for each bricker which has participated in the project and for the platform. The objective of the collaborative multimedia editing startup is to develop a new entertainment product that combines the features of traditional printed products with digital communication and social networks.

56CUBE – www.56cube.it

56CUBE is an incubator of innovative Internet-based startups with headquarters in Salerno. Founded in 2012 by Digital Magics the venture incubator based in Milan, it replicates its model in Southern Italy. It boasts a close collaboration with the University of Salerno, by sharing researchers, resources, laboratories and R&D activities. By supporting neo-entrepreneurs based in Southern Italy, 56CUBE helps them to transform their innovative high-tech ideas in successful companies. 56CUBE fosters innovation in Southern Italy, thus helps to create youth employment and economic growth. The incubator is actively engaged in the search for talents and creators as well as capital and investors to fund startups.

Digital Magics – www.digitalmagics.com

Digital Magics is a certified venture incubator of innovative digital startups which provide high-tech contents and products. Digital Magics is listed on AIM Italia, the Alternative Capital Market for small and medium-sized Italian enterprises with high growth potential organized and managed by Borsa Italiana (Italian Stock Exchange). Digital Magics sets up and develops Internet-based startups supporting founders, investing equity capital and providing acceleration services. It starts from talents and ideas, thus transforming them into successful, disruptive businesses operating in the Italian and international digital economy. The incubator fosters a culture of entrepreneurship and risk, thus contributing to economic growth and increasing the youth-employment rate. Digital Magics provides services aimed at fostering the establishment and development of digital startups and supports them in the search for new private and public - both Italian and foreign - investors financing the next development stages. The Digital Magics model is unique in Italy and is based on Digital Magics LAB, a team of professionals in charge of identifying, analyzing and launching new initiatives; it provides innovative startups with mentorship as well as with Finance, Administration, Strategy, Logistics, Technology, Marketing and Communication services, besides delivering a Business Management support able to speed up the business growth process.

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