

**GREEN LIGHT FOR *FUTURE FOOD*: CALL4INNOVATION FOR THE STARTUPS IN
THE FOOD AND AGRI-FOOD SECTOR
CONCEIVED BY DIGITAL MAGICS**

*Ideas must be submitted before November 4th by filling out the form on
<http://futurefood.digitalmagics.com/>*

Milan, October 18, 2016 - Digital Magics, business incubator listed on AIM market of Italian Stock Exchange (symbol: DM), in collaboration with the **Intesa Sanpaolo Group**, is launching ***FUTURE FOOD: Call4Innovation*** addressed to all the **startups** that develop original products and services, and innovative business models in the areas of **food** and **agri-food**.

The *call* – organised by the certified incubator in partnership with the major Italian banking Group – is in search of the best Italian projects to **create innovation in one of the** most traditional **sectors** which, along with fashion and design, lives up to the good name of **Made in Italy** around the world.

Of all the startups that have sent their applications to <http://futurefood.digitalmagics.com/> by November 4, the 10 best ideas will be selected and they will participate on November 16 in the final phase of the competition at Circolo Sportivo CIERREBICLUB CARISBO Via Marzabotto, 24 in Bologna. The digital startups' teams will present their projects to a committee comprised of Digital Magics, Intesa Sanpaolo and **important SMEs and enterprises operating in the food sector**.

After presenting their model with a few minutes presentation (pitch), the startups will have the opportunity to further elaborate the presentation of their business, via informal meetings. The goal is to analyse the potential of the 10 finalist startups to identify the most interesting and suitable ones to enter the path of incubation offered by Digital Magics and be involved in *Open Innovation* programs to create synergies, collaborations and innovation of processes, services and products of food companies present in the Committee.

Layla Pavone, Managing Director for Industry Innovation, said: *"The call 'Future Food' represents a further step towards the strategic partnership between Italian enterprises and digital startups. The partnership with Intesa Sanpaolo was crucial in the design of this new Open Innovation format: we are not only working on scouting of projects and innovative ideas, but we have also focused the initiative on confrontation, problem solving and mutual opportunities. We start from the needs of Italian companies in the food sector: production, 'smartfarm and agrifood', distribution channels, traceability of the production chain and quality. It's not a coincidence that we chose Emilia Romagna: a region that combines innovation, creativity and industrial tradition in the sector that more than any other has always represented the Italian excellence in the world."*

Digital Magics, listed on AIM Italia (symbol: DM), is an incubator of digital projects that provides consulting services and acceleration services to startups and enterprises, to facilitate the development of new technological businesses. Thanks to the partnership with Talent Garden and Tamburi Investment Partners, Digital Magics has created the most important national platform for innovation for DIGITAL MADE IN ITALY, by offering services for the digital transformation and "Open Innovation" to excellent enterprises, while providing support to innovative startups to create successful projects, from conception to IPO. The incubation and acceleration services offered by Digital Magics are active in the TAG co-working campuses present throughout Italy. Complementary services include investment activities, which have produced over the years a portfolio of 60 investments in startups, scaleups and digital spinoffs with high growth rates. Accelerated companies are flanked by Digital Magics LAB, a team of highly experienced business partners, and benefit not only from the large network of private and institutional investors that support them through "club deals", but also from the many partner companies that support them on an industrial scale.

Integrae SIM acts as a Nomad and Specialist under the AIM Italia Issuers Regulations. For communication transmissions, Digital Magics makes use of the SDIR-NIS circuit, operated by Bit Market Services, a subsidiary of the London Stock Exchange Group.



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