



PRESS RELEASE

From 13-21 June, four new appointments with the first Italian platform devoted to Start-Ups and to investors of reference

INTESA SANPAOLO START-UP INITIATIVE PRESENTS “INTERNATIONAL OPEN INNOVATION TOUR”

- Milan stops devoted to “Electronics & Automation” and “ICT & Online Services,” in London to “Biotech & Healthcare” and, finally, in Frankfurt to “Nanotechnologies”
- The tour will open with a meeting organised in collaboration with the “Scuola Superiore Sant’Anna” of Pisa to be held in Milan on 13th June, with the participation of Henry Chesbrough (University of California at Berkeley) and Diane Fodell (IBM)
- Since the launching of the Intesa Sanpaolo Start-Up Initiative over 650 realities have been contacted; 170 were admitted to the training phase and 110 introduced themselves to the over 1,000 potential investors that took part in the appointments already realised in Italy, London and Frankfurt, and in the Italian Innovation Day of San Francisco and New York
- A total of approximately 1,000 displays of interest were registered on the part of business angels, seed capital funds, venture capital funds and corporations

Milan, 9 June 2011 – Intesa Sanpaolo Start-Up Initiative, the first Italian platform devoted to Start-ups and to investors of reference, presents the **INTERNATIONAL OPEN INNOVATION TOUR**, a real journey to the frontier of the most advanced technologies, aimed at those who believe in Open Innovation as a strategic resource for growth and as a distinctive winning factor for competitive positioning.

From 13-21 June four appointments will materialise in connection with the initiative conceived and promoted by the Innovation Team of the Corporate & Investment Banking Division headed by the CEO of Intesa Sanpaolo, **Gaetano Micciché**. Each of the four stops will be devoted to new entrepreneurial realities coming from four sectors with high technological and innovative content. In **Milan**, on 13th June a gathering of over 200 potential investors will interface with nine firms active in the “**Electronics & Automation**” sector, while on 14th June 20 firms from the “**ICT &**

Online Services” sector will have the same opportunity. On 16th June in **London** it will be the turn of six “**Biotech & Healthcare**” realities to meet over 60 in all between business angels, seed and venture capital funds, and corporations. The Tour will conclude in **Frankfurt**, where six fledgling businesses specialised in “**Nanotechnologies**” will meet over 50 investors of reference.

The INTERNATIONAL OPEN INNOVATION TOUR will open with a meeting, organised with the “Scuola Superiore Sant’Anna of Pisa, called “**Thought Leadership Event: Open Innovation in Services.**” The meeting will be held in Milan at the **Conference Centre of the Cariplo Foundation** on **Monday, 13th June** starting at **9:30 AM**.

The meeting will see among the participants **Gaetano Micciché** (CEO of Intesa Sanpaolo), **Henry Chesbrough** (Director of the Center for Open Innovation of the Haas School of Business of the University of California at Berkley), **Dianne Fodell** (Program Director, Innovation and University Relations of IBM) and **Riccardo Varaldo** (President of the Scuola Superiore Sant’Anna of Pisa).

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The **Intesa Sanpaolo Start-Up Initiative** is a *start-to-finish* process devoted to the development of Start-Ups with a high technological content which, through a clearly defined scheme, are accompanied to the meeting with potential investors. After an early phase of *Scouting*, the process is organised in three phases:

- **Training** aimed at strengthening the Business Plan and communication addressed to investors;
- **Evaluation and Selection** of the Start-Ups by a panel of experts (academics, industrialists and investors);
- **Arena Meeting**, a meeting behind closed doors with select international investors and corporations.

From the autumn of 2009 to date, **Intesa Sanpaolo Start-Up Initiative** has staged **14 editions**, nine of which in Italy and five abroad. **In all over 650 between Start-Ups** and Early-Stage Projects **were contacted** for the selection process. Of these, about **170 were admitted to the training phase** directed toward the preparation of the business plan and the management of the meeting with investors, organised with the support of serial entrepreneurs and California investors. Taking part in the **Arena Meeting** – organised in Italy and elsewhere in Europe, and in the United States – were **over 110 Start-Ups** coming from various sectors, which presented themselves to **over 1,000 in all between potential investors and industrial partners**. The meetings produced about **1,000 manifestations of interest** by business angels, seed and venture capital funds and corporations, more than half of which are in the discussion phase for the finalisation of the investments.

Finally, the Intesa Sanpaolo Start-Up Initiative was among the organisers of **Italian Innovation Day**, held in San Francisco and in New York City in the months of March and May of this year: a showcase of Italian excellence under the innovative/technological profile, which made it possible for some of our country’s significant new entrepreneurial realities to introduce themselves to the world of specialised investors in the USA.

Further information about the Intesa Sanpaolo Start-Up Initiative is available by consulting www.startupinitiative.com

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