

# **PoliHub, The Startup District & Incubator of Politecnico di Milano**

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*Domenico Pannofino*  
*Startup Tutor & Project Manager, PoliHub*



# PoliHub's Mission

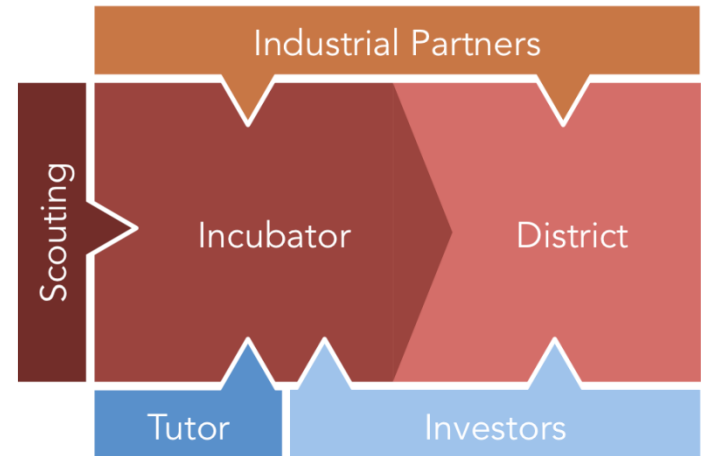


To promote and support high-tech and creative entrepreneurship.

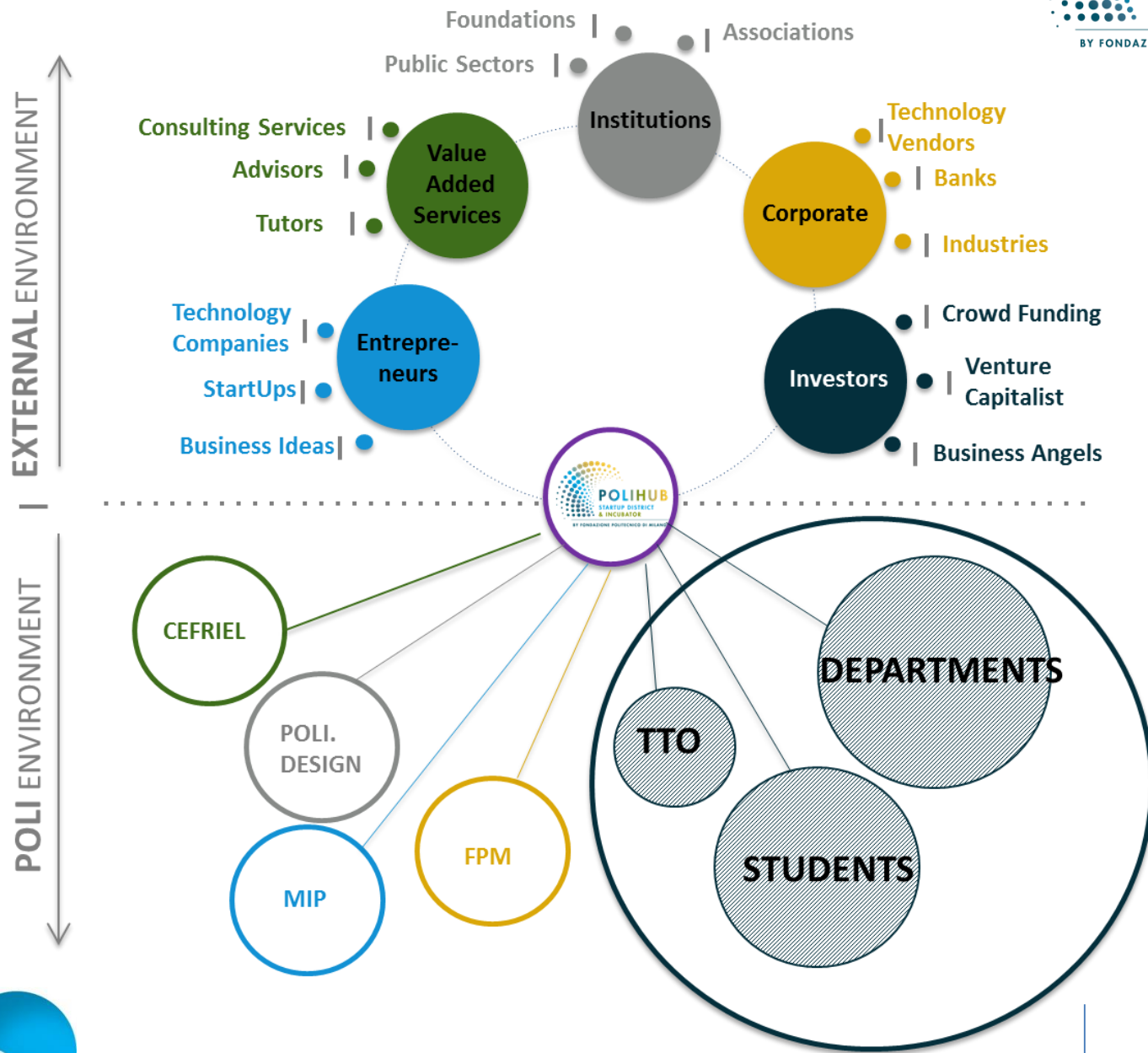
To create synergy between university and markets

Become the main incubator and district in Italy for national and international high-tech and creative startups and young companies in a growth phase.

- **Startup lifecycle support:** from the idea to the market
- Direct access to the wide range of services and skills provided by **Politecnico di Milano**
- Strong link with the **industrial** sector
- Synergies with **Politecnico di Milano consortia** specialized in collaboration with large enterprises
- Part of the **Startup District** that Comune di Milano is developing in Bovisa area
- **Partnerships with the main Venture Capital funds** and Financial Institutes



# PoliHub Startup District & Incubator – The Ecosystem



# PoliHub in a Nutshell

Fondato nel **2000**  
*Founded in*

Più di  
Over **500** idee analizzate nel **2013**  
*ideas analysed in 2013*

Più di **100** startup altamente innovative  
incubate dal 2000 ad oggi  
*highly innovative startups  
incubated since 2000*

**32**anni:  
**years:** età media  
dei nostri imprenditori  
*average age of our entrepreneurs*

**9°** fra i migliori incubatori d'Europa\*  
*best incubator in Europe\**

Più di  
Over **5000** idee raccolte  
*ideas collected*

**83%**  
delle **startup**  
**attive** sul mercato  
a 12 anni dalla  
costituzione  
*of the startups are still  
operating 12 years on*

**5** grandi acquisizioni  
nazionali e  
internazionali  
*major international  
and national acquisitions*

Oltre  
Over **300**  
idee supportate nello start-up  
*ideas supported  
in the startup phase*

**50**  
aziende incubate nel 2014\*\*  
*companies incubated  
in 2014\*\**

# PoliHUB

## PoliHUB is

- A modern **co-working** and **co-sharing space**, completely equipped, dedicated to the **most promising Italian and international high-tech start-ups**
- Offering **flexible and scalable spaces** to meet the need of flexibility and dynamic growth of each single start-up: from a single desk to well connected office clusters
- **Common HUB facilities: meeting rooms in different dimensions, training rooms, reception, etc**
- **a set of services** designed specifically for startup, **provided as-a-service offer**

## and in particular PoliHUB is

- An intense enrichment and empowerment business program, designed specifically for start-ups
  - ⊙ **Testimonials** of successful entrepreneurs and top managers
  - ⊙ **Meeting sessions** with main investment players
  - ⊙ Specialized **thematic seminars**
  - ⊙ **Brainstorming workshops and labs**
- A powerful **link with** all of the **Politecnico di Milano** departments' specific expertise and with all major Italian and international universities
- An **effective bridge towards** main market **players** of specific tech sectors



# Facilities & Programs



## High-end incubation space

- 30,000 sqft of open spaces, offices, meeting rooms, networking and events areas for start-ups
- Up to 130,000 sqft available for start-up growth.



## Business environment

- Top seed and VC funded high-tech start-ups
- Access to top talent
- Tier 1 Business Angels and Venture Capital
- Blue-Chip Brands representing millions of users



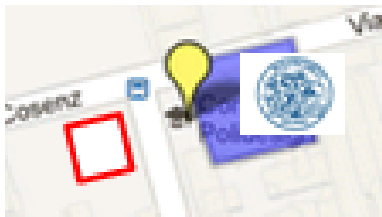
## Politecnico's environment

- Tier 1 Engineering, Design and Business Schools
- 40,000 Students; 1,400 Professors and Research staff
- Research and Events Facilities

## International collaborations

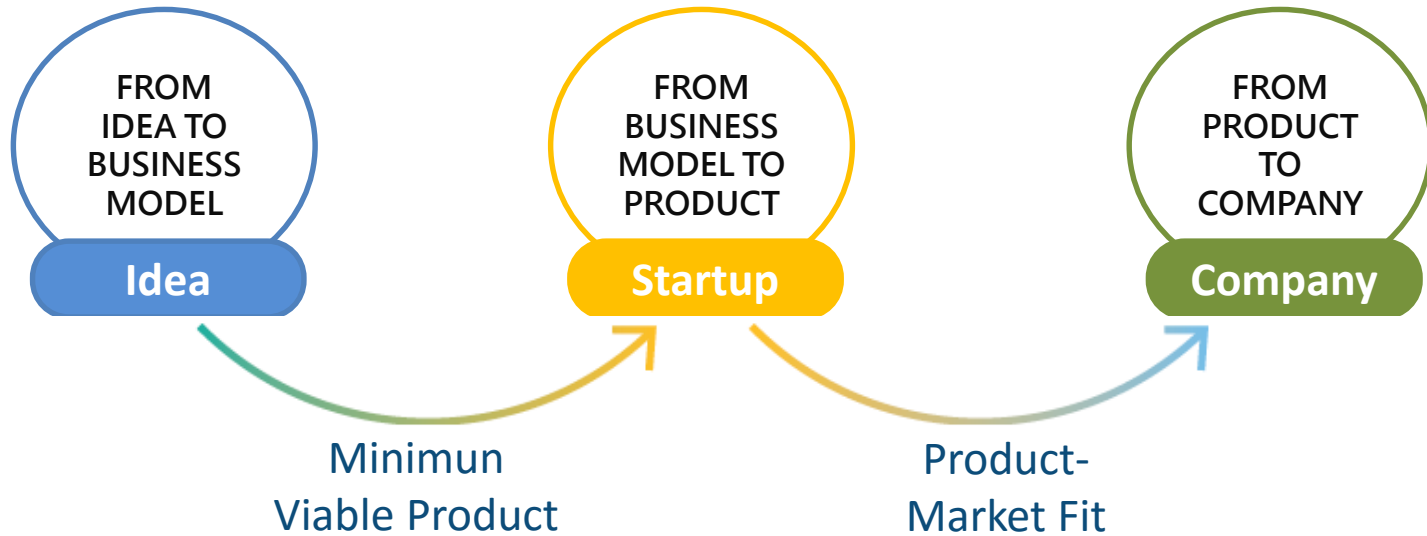
- Students exchange programs with leading international universities
- Access to EU and US Talents, Investors and Markets

# PoliHub new building





# Startup Lifecycle: “from idea to company”



## TUTORSHIP



- Consolidation of the entrepreneurial team
- Business model definition
- Prototyping and pivoting



- Support for F&F campaign
- Support for seed financing

## MENTORSHIP



- Identification & involvement of first customers
- Support the startup phase
- Market test
- Market alignment of business model & product/ service



- Support for seed financing
- Support for funding round(s)

## ADVISORY



- Industrialization/ commercialization
- Consolidation organization & processes
- Expansion & internationalization

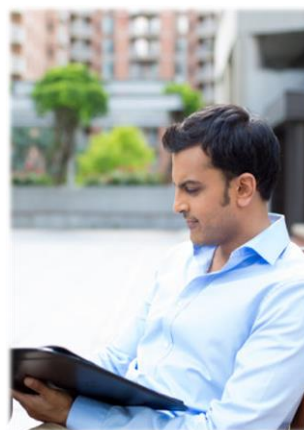


- Support for funding round(s)

# Mentors' club



**TOP MANAGERS**



**ENTREPRENEURS**



**PROFESSIONALS /  
CONSULTANT**



**TECHNICAL EXPERTS**

# Our Mentors



A. De Spirt



A. Ambeskovic



P. Marzario



L. Sereni



L. Canepa



M. Corradino



G. Gerlotti



C. Pariani



M. Warras



V. Lomele



F. Bianchini



F. Leone



A. Gemma



P. Perillo



A. Maruca



C. Burberi



F. De Vita



S. Marzola



M. Viti



G. Gaioni



L. Apriletti



S. Nicolodi



M. Giacobbe



M. Salvadori



L. Craveri



S. Calderano



P. Marengo



F. Violante



R. Perrone

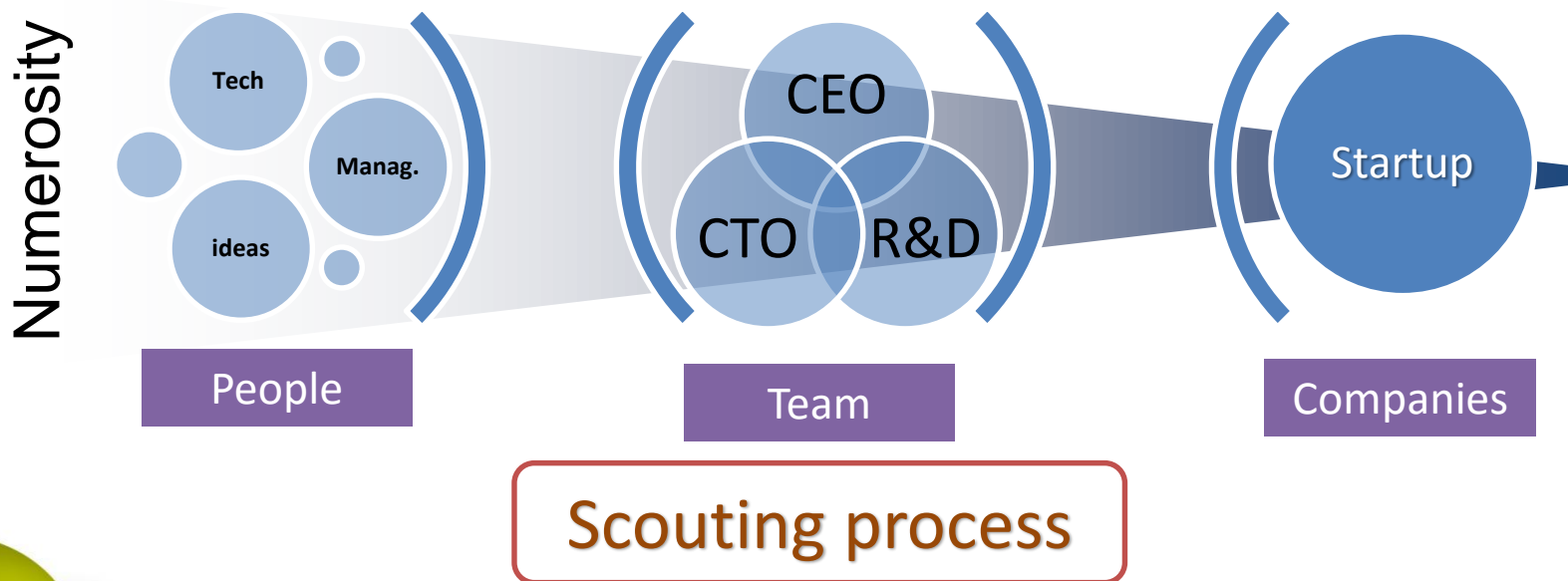


F. Saviane

# Scouting Activities

**PROACTIVE APPROACH:** organizing call for ideas, hackathon, in most cases vertically focused on specific areas (es. Fin-tech, clean technologies, social innovation, etc.), involving stakeholders and corporates.

**SPONTANEOUS APPROACH:** Organizing events and initiatives aimed at raising innovation and entrepreneurship awareness and consequently at stimulating spontaneous applications of entrepreneurial projects.





**We support the development of advanced prototypes for next-generation high-impact technologies and products.**

- Addressed to Idea/project/ young startup that has NOT received funding from VCs, BAs nor crowdfunding
- Training and 2 months tutoring for 10 best business ideas
- Free acceleration program with facilitated access possibilities to Polimi laboratories and seed investor network

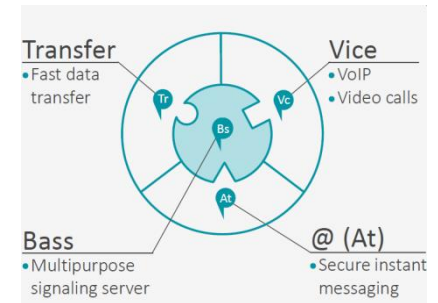
## **WHO and WHAT are we looking for?**

- **Who**
  - Teams and/ or persons that have an idea and can't wait to realize it
  - Willing to dedicate time (full commitment)
  - Willing to risk
- **What**
  - Significant impact technology/ design innovations (polimi tech)
  - High market potential

# S2P Track Record



# S2P Track Record



# StudentsHub



*StudentsHub is a cultural project addressed to POLIMI students to raise awareness on entrepreneurial culture and arming them with fundamental know-hows.*

**[WWW.STUDENTSHUB.IT](http://WWW.STUDENTSHUB.IT)**

ORGANIZATION BY



IN PARTNERSHIP WITH



Microsoft  
YouthSpark



# WHY NOT!

## WHERE STUDENTS MEET STARTUPS & ENTREPRENEURS

### #1 BEING AN ENTREPRENEUR

TUESDAY 20.10.2015 / h17.00

**Mauro Giacobbe** - Facile.it  
**Andrea De Spirt** - Jobyourlife

### #2 HAVING THE IDEA

TUESDAY 03.11.2015 / h17.00

**Fabio Cannavale** - Lastminute.com  
**Edoardo Iannuzzi** - Shooz

### #3 BUILD THE PRODUCT

TUESDAY 17.11.2015 / h17.00

**Andrea Rinaldo** - XMetrics  
**Lorenzo Ferraris** - InCharge

### #4 CREATE BRAND AWARENESS

TUESDAY 01.12.2015 / h17.00

**Almir Ambeskovic** - TheFork.it  
**Giovanni De Lisi** - GreenRail

### #5 FIND INVESTORS

TUESDAY 15.12.2015 / h17.00

**Diana Saraceni** - Panakès Partners  
**Stefano Calderano** - JUSP

### WHY NOT IS FOR FREE!

register on  
**WWW.STUDENTSHUB.IT**

**POLIMI STUDENTS ONLY**

ORGANIZATION BY



IN PARTNERSHIP WITH



WITH THE SUPPORT OF

Microsoft  
YouthSpark



PoliHub is the Startup District & Incubator of Politecnico di Milano, managed by Fondazione Politecnico di Milano, MIP - the Business School of Politecnico di Milano - Cefriel - a centre of excellence for digital innovation and PoliDesign, one of the world's leading design institute.

# Our Startups

## Key Success Stories of Past Startups



Acquired by BMC Software



Empatica

Global sales 2013 (Sony, Intel, Stanford, UCLA etc)



Most crowdfunded project in Europe (Indiegogo, \$590K)



Strategic Global Partnership with US Corp. MGC Diagnostics



Merged with Carrick Bend Company



Acquired by Lutech Group

## Key Current Startups



Collected \$6 million by VCs

Jobyourlife

Collected €500k by BAs (current clients: McDonalds, Accenture, Zara)



Collected €250k by 1 BA (First Client: Italian Football Federation (FIGC))



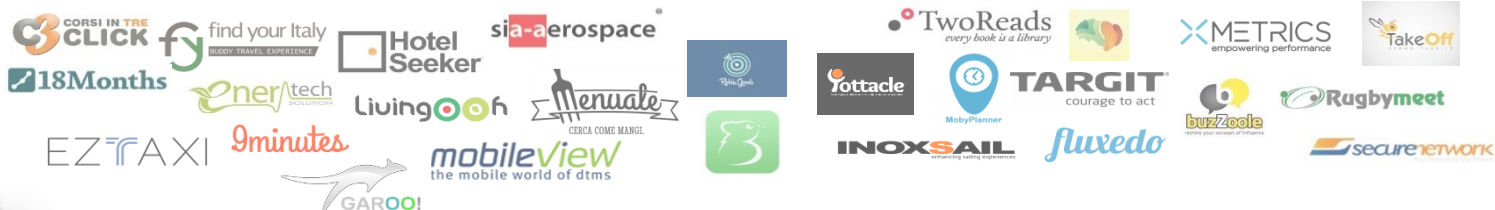
Collaboration with a major multinational tech corporation



First PoliHub project on Indiegogo – Italian record (\$137k)



Negotiations ongoing with major telecommunications operator



# Example: Empatica

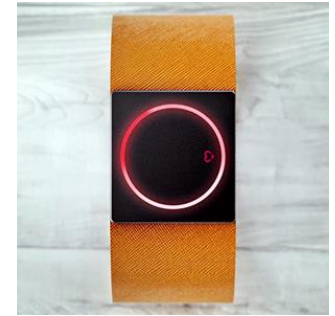


2010 - proof of concept  
Incubated in PoliHub

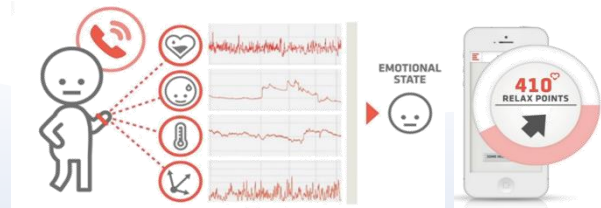


[www.empatica.com](http://www.empatica.com)

We measure people's emotions  
in their daily lives and in real time!



2015 - EMBRACE



2013 – 1° product



*Technology push + design driven* = **EMBRACE**



**Matteo Lai**  
Architect and ASP alumnus at Polimi



**Simone Tognetti**  
PhD Bioengineering at Polimi



**Maurizio Garbarino**  
PhD Bioengineering at Polimi



Performance Optimization.  
Capacity Planning.  
Expertise.



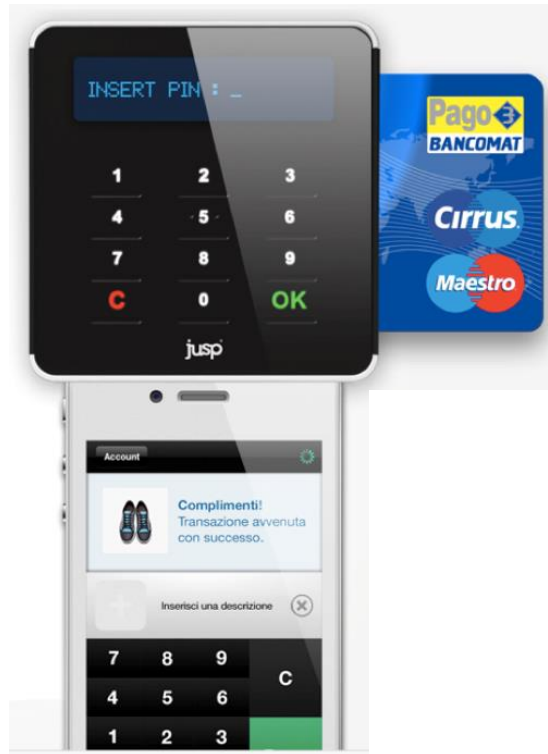
## Focus: *Capacity Planning*

- 2001 – Incorporated & Incubated
- 2010 – Acquired by BMC Software-US
- 2013 – Mòviri delivers at global level a new proprietary **recommendation engine platform** for web-tv



Fabio Violante, Paolo Cremonesi  
Paolo Bozzola





## Focus: *mobile POS*

- 2012 – Incorporated & Incubated
- 2013 – Collected \$6 million by VCs
- 2014 – Global go to market



Jacopo Vanetti, Giuseppe Saponaro

# Jobyourlife

[www.jobyourlife.com](http://www.jobyourlife.com)

***The first web-based tool that uses the geographical location of the professional curricula.***

Founded in 2012 and entered PoliHub in November 2012

More than 1M€ collected from angel investors

McDonalds, Accenture, ZARA, NhHotels



Andrea De Spirt, Lorenzo Mecocci, Pietro Straquadanio

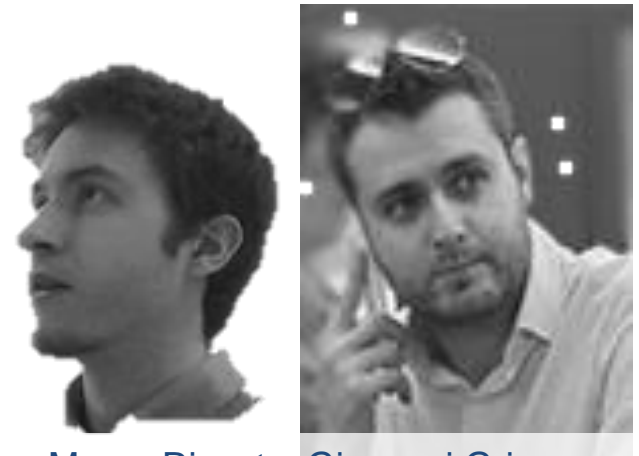


# ▽ FABTOTUM



Focus: *3D Fabricator & Scanner for social net*

- 2013 – Incorporated & Incubated
- 2013 – collected \$590,000 on Indiegogo ([best European performer ever](#))
- 2014 – first product delivery



Marco Rizzuto, Giovanni Grieco



Focus: *Professional fitness training performance improvement*

- 2013 – Incorporated & Incubated
- 2013 – Intellectual property
- 2013 – Financed by Business Angels
- 2014 – Official training technology of **Italian Team @ FIFA World Cup 2014**



**FIFA WORLD CUP**  
**Brasil**



Tommaso Finadri, Vittorio Haendler, Lucio Pinzoni



# Contacts

## **PoliHub StartUp District & Incubator**

Via Durando, 38/A – 39

Campus Bovisa, 20158 Milano

[www.polihub.it](http://www.polihub.it)



[www.facebook.com/Polihub](https://www.facebook.com/Polihub)



[@PoliHub](https://twitter.com/PoliHub)



[info@polihub.it](mailto:info@polihub.it)

*Domenico Pannofino*

StartUp Tutor & Project Manager



[domenico.pannofino@polihub.it](mailto:domenico.pannofino@polihub.it)



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