



Presentazione dello Start-up Studio Call Tech Action – Assofintech Le Village Milano

**Finnovaction**

Milano | 28 novembre 2023

The Global and Italian Fintech Market Funding and Investors

Invested amounts for different regions (2016-2022)

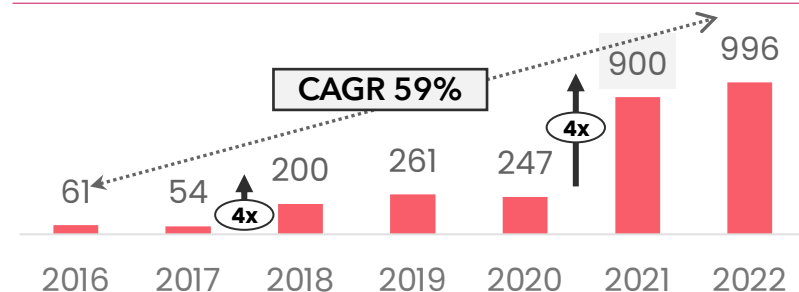
	World	Europe	Italy
Sum of invested amount last 7 years:	\$ 1 031 bn	\$ 310 bn	\$ 2,7 bn
CAGR in 7 years:	14 %	38 %	59 %
N of fintechs 2022:	27k	9,3k	0,6k

Compared to Italy's 10-12% weight on EU, Italian fintechs represent only 6% of EU fintechs

Italy is still lagging behind in terms of fintech offering, thus inflows of capital are still limited

Italian Fintech Equity Funding (2016-2022)

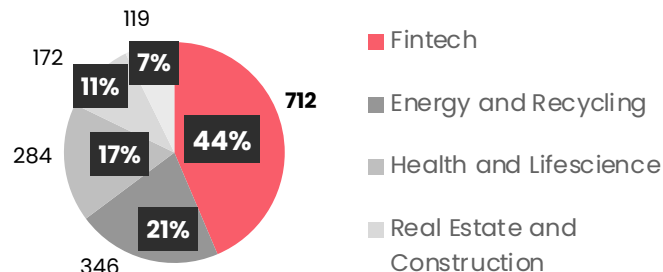
Million €



Sources: DeBeez Private Data, Crunchbase, Dealroom.co

Venture Capital Italian Investments by Sector (2022)

Million €



700 startup studios worldwide: a new and growing tool for investors

Startup Studios outperform single startups

■ Single Start-ups
 ■ Studio Start-ups

Key success factors	Learn by doing approach	Industrial approach
Insights & market knowledge	●●●	●●●●
Startup Launch & Test methodology	●●	●●●●
2 teams able to handle validation & launch	●	●●●●
Market network & innovation ecosystem	●●	●●●●
Financial resources	●●	●●●●

Risk management approach (experience and industrial approach) is the key that explains the gaps

Success Cases

eFOUNDERS – 2011 France/Luxemburg

- Portfolio value: **€1,5 B**
- Studio value: **€0,65 B+**
- Startups launched: **28**
- Startup funding: **€400M**



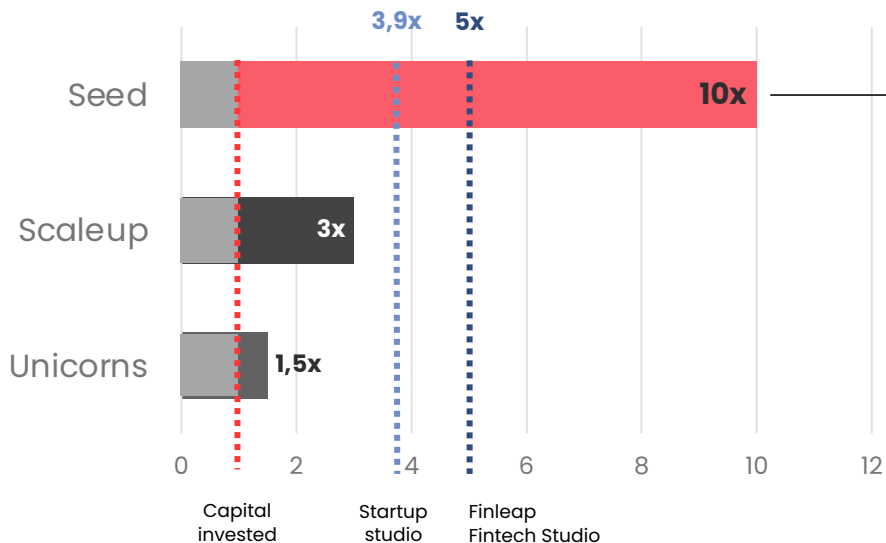
High Alpha – 2015 USA

- Portfolio value: **\$5B+**
- Studio value: **\$1B+**
- Startups launched: **28**
- Startup funding: **\$160M**

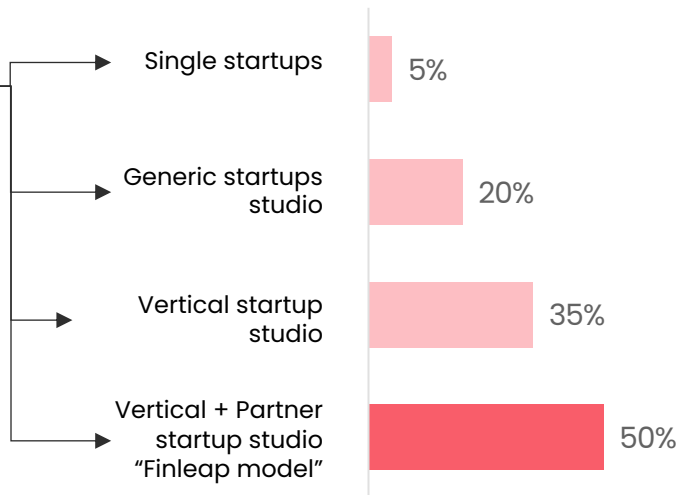


Startup studios competitive advantages enable higher returns with lower risk

Expected returns of different startup segments
Multiples on Capital invested



Different ways to invest in Seed
% startup success rate (Excellent + Good)



Finnovaction is primed to launch a successful startup studio

Success formula	Finleap (early stage)	Finnovaction	Gap
Startup experience	●●●●●	●●●	●●
Team with key competences	●●●	●●●●●	●●
Select right ideas	●●●	●●●●	●
Methodology	●●●●●	●●●	●●
Technology focus	Make	Make + Buy	●
Partners & ecosystem	●●●	●●●●	●
Commercial Network	●●●●	●●●●●	●
Studio initial investments (● = €1M)	●●●●●	●●	Strength or Weakness?



Azzeramento del gap per effetto di "Berini & Team"

Strategia, valori e piano complessivo

Finnovaction's business model is in synergy with Supernovae Labs

The Supernovae Group has 2 synergetic business lines

Supernovae Labs* 
(Lab-as-a-service)

Lab/Studio synergies

Finnovaction
(Startup Studio)

Development lab for specialized fintech funds

Innovation Lab:
Customers/relations
New ideas
Business advice
IT Sandbox
Fintech portfolio

- Access to ideas
- Sharing of skills
- Corporate Venture engagement
- Fintech & Financial Institutions partners
- Credibility

Company building ^{new}

Joint Ventures & NewCos

Corporate Ventures & Spin-offs

Investors
(Individuals, Venture Capital, Private Equity, Corporates)

Partners
(Consulting, IT & System Integrators, Startups)

Corporates
(Banks, Insurance, Utilities, Others)

Launching phase

The human factor: "We are in this journey together"

The human touch, the expertise of the skilled components of Finnovation team is the differential gear, compared to all other direct and indirect competitors.

The human component, based on:

- solid expertise,
- the ability to innovate, generate and support ideas,
- ESG principles

COMMUNICATION POSITIONING

FINNOVATION human expertise to scale up a better economic growth together.

COMMUNICATION IDEA

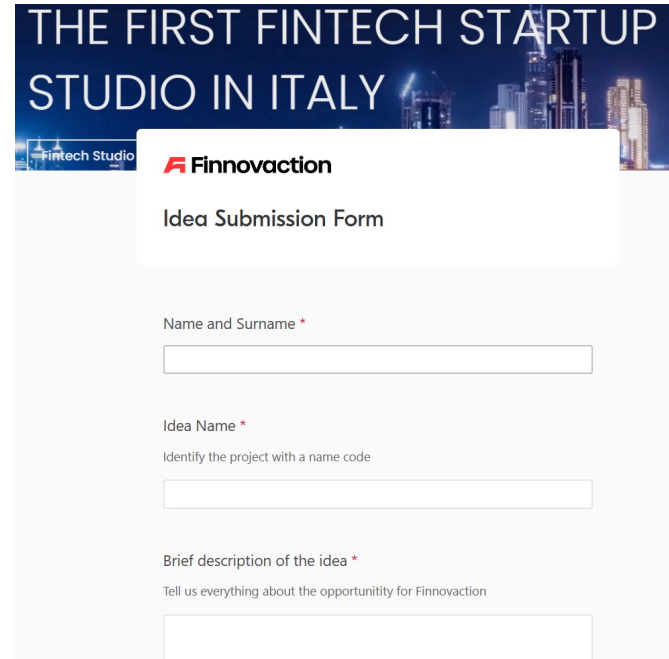
We are the first fintech start up studio in Italy, so this means that we want to be involved, we want to be in this together with start-uppers, with investors, with all actors. This is the reason why we want to communicate to the world that ***we actively embrace the fintech revolution together.***

An ongoing process of pushing and pulling ideas ...

Idea Sources

1. **Spontaneous from the Teams**
2. **Brainstorming** meetings (internal)
3. **Research** on database and social media
4. **Insights** from market research
5. **Advisory Board** members/meetings
6. **S9L Consulting** with clients
7. **Discussions** with our partners/expert
8. **Awards** dedicated to Banks & Fintech
9. **Events** observatory
10. **Competitors** abroad

Info required to enter into the Ideas DB



THE FIRST FINTECH STARTUP STUDIO IN ITALY

Finnovaction

Idea Submission Form

Name and Surname *

Idea Name *

Identify the project with a name code

Brief description of the idea *

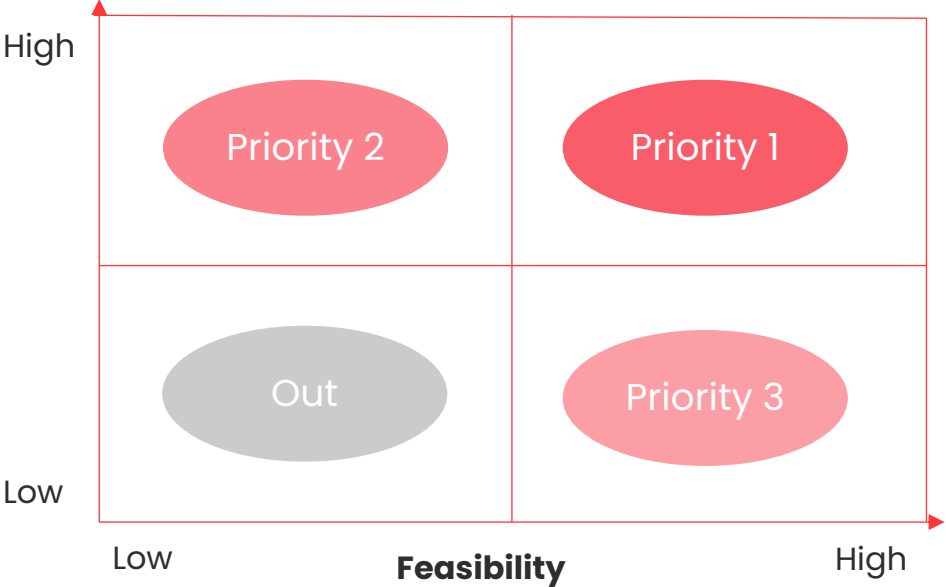
Tell us everything about the opportunity for Finnovaction

Business Generation

Ideas have been preliminary ranked to prioritize the work needed to properly represent them

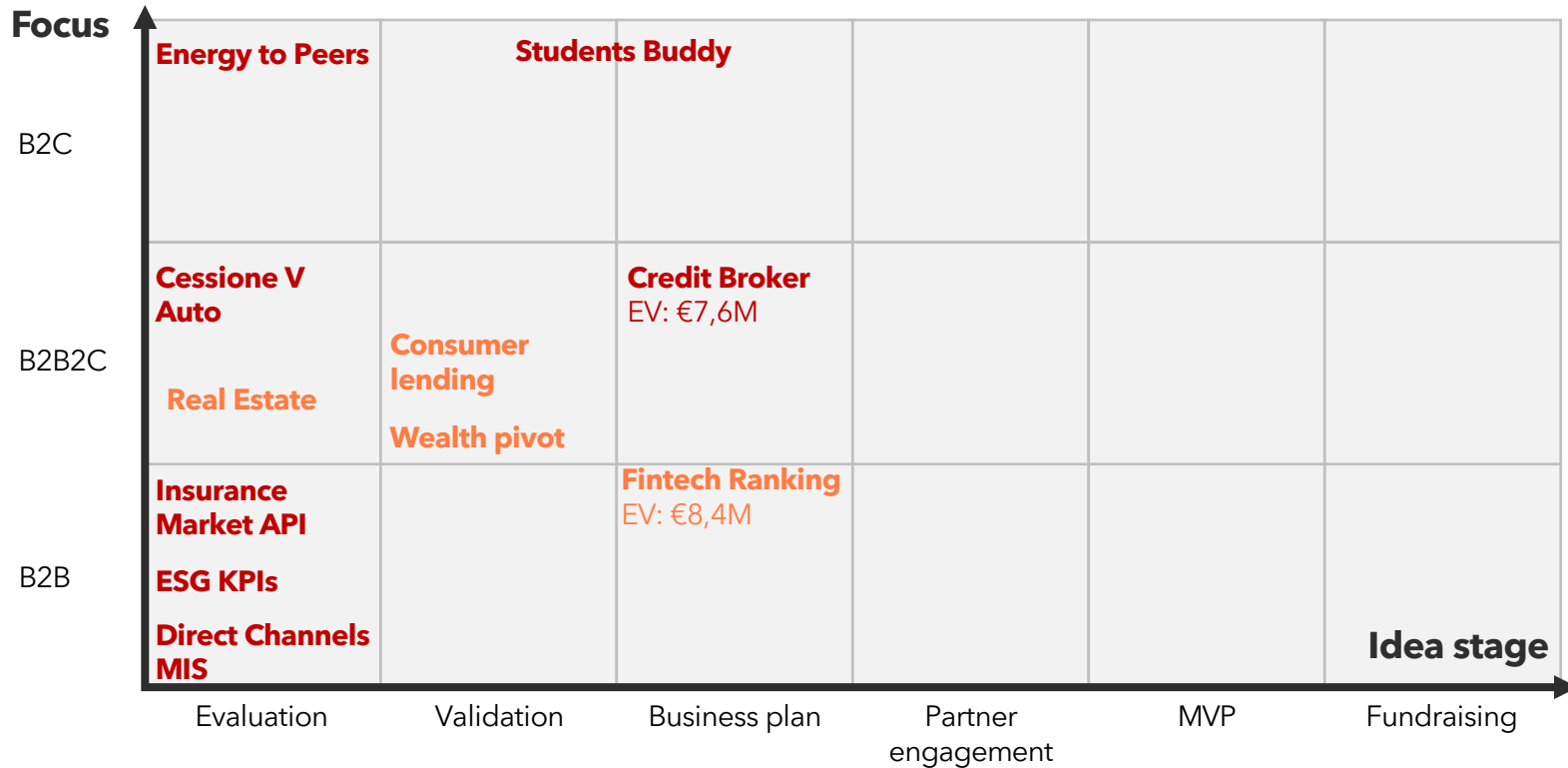
The Project Manager gives priorities based on:

Potential impact of the idea:
problem to be solved, target market

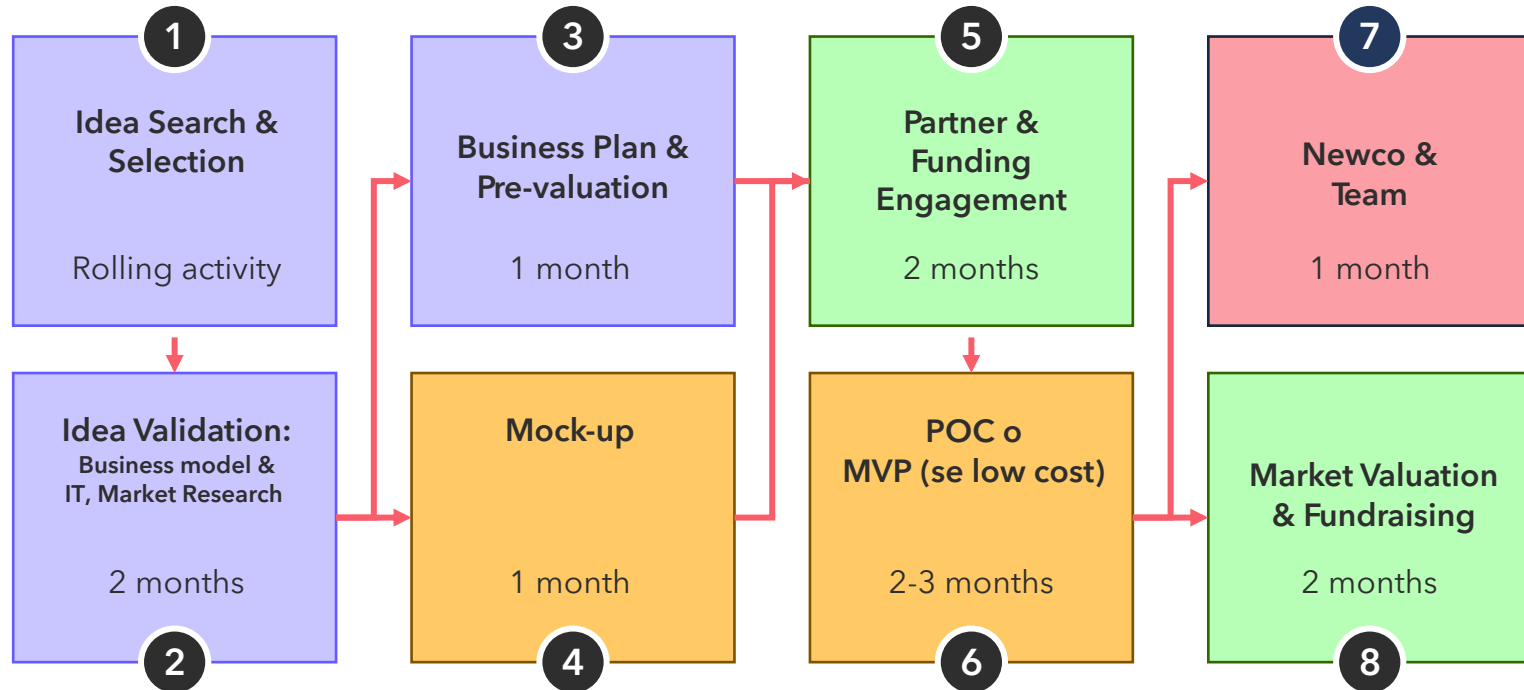


	Startup Name	Priority
1	AgroBond	2
2	Alerting Fascicolo Sanitario Elettronico	2
3	Cash at home	4
4	Digital Estate Planning Solution	2
5	FamilyFund	2
6	Insurance Market APIs	1
7	Invisible Tickets	2
8	Italian Real Estate Solutions	3
9	Monetizzazione dati transazioni	3
10	MyBabyX	4
11	One Integration Global Lending	4
12	Retail Bond Trading Platform	1
13	Scoring assicurazioni basato su dati social	2
14	TokenRent	3
15	BNPL healthcare	1
16	BNPL B2B	1
17	Piattaforma anticipazione salario	1
18	50 euro landlord	1
19	Intelligent Virtual Assistant: Empathetic Banking	1
20	SNA (Silent Network Auth)	1

Current portfolio of ideas of Finnovaction's startup studio



Our startup launch methodology



Chi fa cosa fra i diversi Team

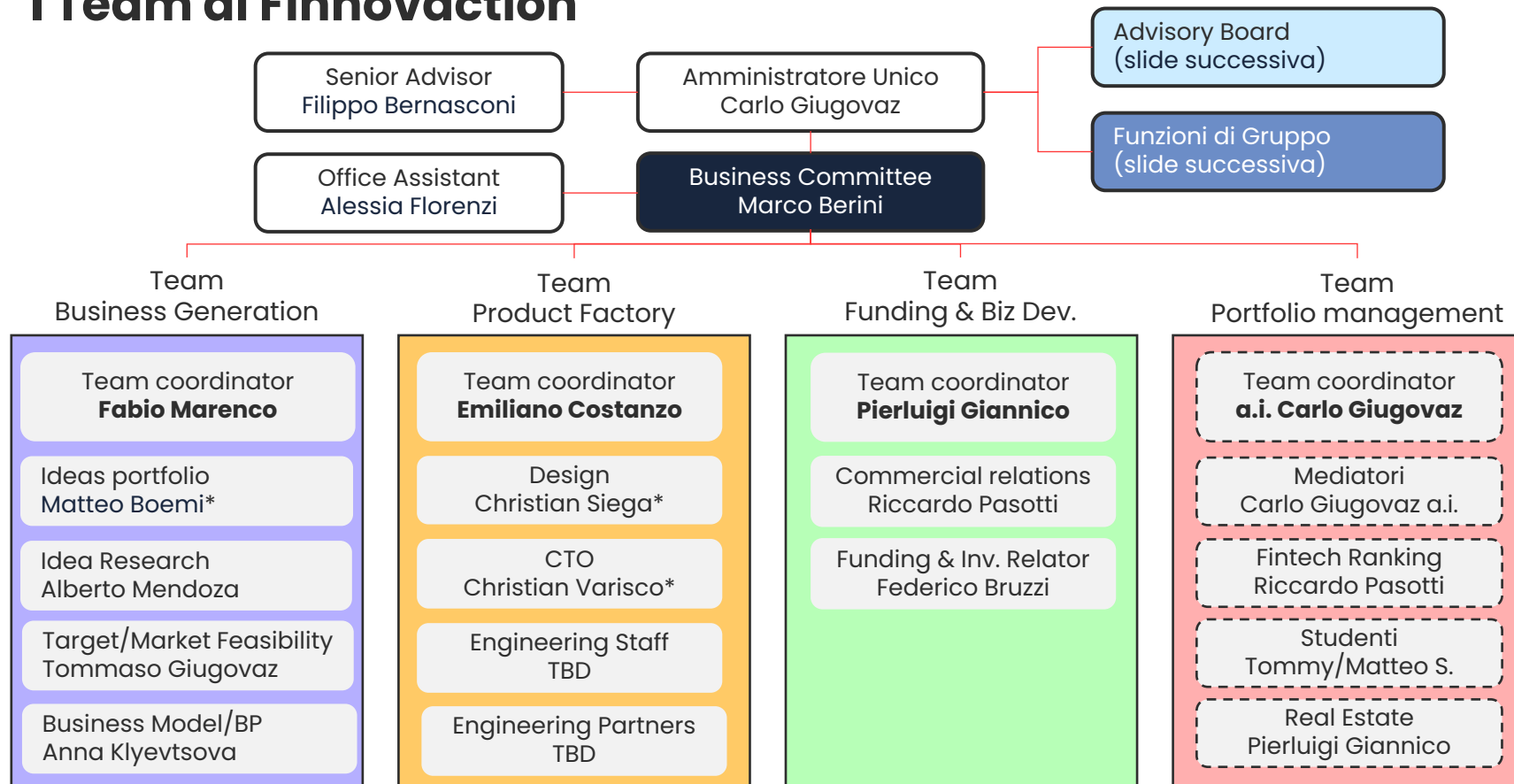
Step 1-2-3: Business Generation

Step 4-6: Product Factory

Step 5-8: Funding & Business Development

Step 7: Incorporation & Portfolio management

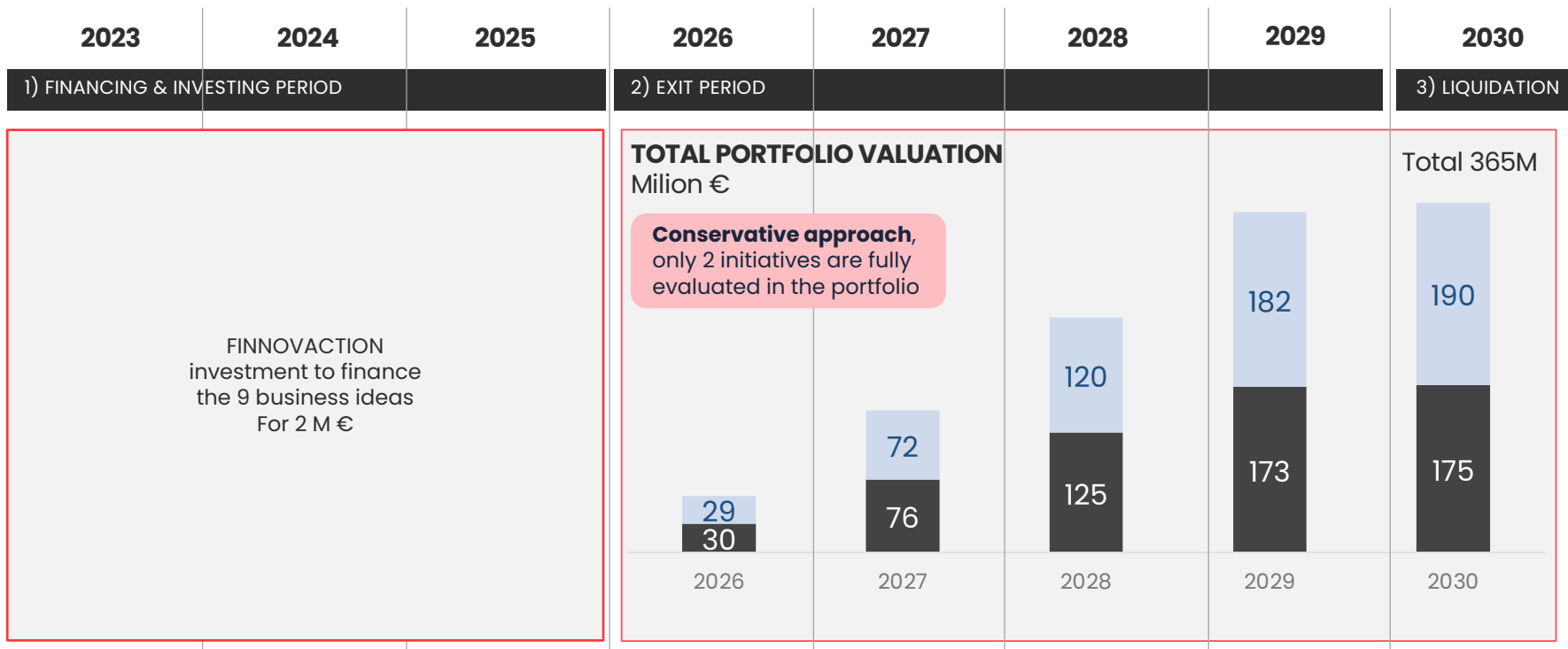
I Team di Finnovaction



Advisory Board – Mix importante di competenze

Membri	Business expertise			Functional expertise				Newco & exit expertise			
	Fin. Ist.	Fintech	Startups	Advice	ICT	Operation	Legal & Compl.	Top mgmt	Entrepreneur	Venture	M&A
1	X	X		X					X		
2	X		X							X	X
3					X				X	X	X
4				X	X			X		X	
5			X		X			X	X		
6				X	X	X	X				
7	X		X	X				X			
8	X	X		X							X
9	X						X				X
10	X	X		X				X			

Finnovaction is planning to finance and liquidate its startups in 7 yrs





Grazie per l'attenzione



Milano | 28 novembre 2023