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02-12-2021

TwinOne, Tech company joins the portfolio of GELLIFY, Azimut Digitech Fund, Primo Ventures and Ratti SpA - Wealth Monaco**Id:** 809347**Data di inserimento:** 2021-12-03**AVE:** € 104,11**Link originale:**<https://www.wealthmonaco.com/en/twinone-tech-company-joins-the-portfolio-of-gellify-azimut-digitech-fund-primo-ventures-and-ratti-spa/>**Contenuto:**

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TwinOne , a tech company specialized in the creation of digital twins of any product and development of real-time software solutions to automate the content production workflow has joined the portfolio of GELLIFY , a B2B innovation platform that selects, invests in and grows innovative startups which possess high technological content and connects them to traditional companies to help them innovate their processes, products and business models. GELLIFY underwrote the capital increase with the Azimut Digitech Fund (part of Azimut group with registered office in Monaco), a closed-end alternative B2B venture capital fund that invests exclusively in B2B technology companies, the Italian venture capital Primo Ventures focused on seed and early stage startups and Ratti SpA , industrial partner specialized in the production of printed fabrics. The Azimut Digitech Fund was established by Azimut Libera Impresa SGR (Azimut Group) in partnership with GELLIFY and has operated since December 2020. TwinOne was founded in December 2019 by Daniela Robba, Mauro Mastronicola, Giovanni Visai and Federico Rampolla, a team with an extensive experience in the marketing and communication and creative technologies industries. The startup offers next-generation cross-industry software and solutions and makes use of photorealistic visual technologies, deriving from the world of gaming and able to help brands virtualize many phases of the product life cycle, thus making processes for the production of visual content efficient, scalable and sustainable. TwinOne's software platform uses 3D models that can be

manipulated in real-time, and allows the reduction of design and prototyping times and costs; it also guarantees waste reduction for greater sustainability. Thanks to the virtual shooting functions the platform makes more efficient the visual content creation phase for the marketing, communication and show-rooming activities, in an automated and multichannel way. The Visualization and 3D rendering software market is TwinOne's reference market. This market has a great potential both in terms of growth and dimension and in 2019 was valued at around 1.5 billion dollars. Expectations for global market growth are at a CAGR (2020 - 2027) of 23%, reaching 8 billion dollars in market value in 2027. The co-investment transaction between GELLIFY, Azimut Libera Impresa SGR through the Azimut Digitech Fund, Primo Ventures and Ratti SpA, includes TwinOne's entry into the "gellification" program, GELLIFY's proprietary growth model that involves every corporate function and business process to fill in the gaps in a startup's skill set. "The demand for 3D visualization and rendering software solutions is constantly growing because these technologies can radically change the design, production, sales and maintenance of complex products in every industry. Companies are looking for new ways to optimize costs and time by leveraging virtual "twins" of physical models. That's why we've decided to invest in TwinOne, which offers the market a team that is already very well skilled, also from a technological point of view". Carlo Visani, Consumer Goods and Retail Industry Lead at GELLIFY "The co-investment transaction in TwinOne, together with GELLIFY, allows us to include in the Azimut Digitech Fund portfolio a high technological asset that gives exposure to a sector, such as the 3D rendering and virtualization software market, which is undergoing strong development. Infact through the Digitech Fund we invest in B2B software startups belonging to selected market sectors that represent the technological frontiers of innovation, and which our customers can benefit from in terms of long-term returns." Marco Belletti, Managing Director of Azimut Libera Impresa SGR. "TwinOne as co-investors GELLIFY, Azimut Libera Impresa and Ratti SpA, will be able to support the team in building a value proposition capable of bringing 3D technology to the benefit of their customers, with cost, time savings and above all, with an unprecedented versatility throughout the activity of content

production, storytelling and development of their products.” Gianluca Dettori, Chairman & Partner of Primo Ventures “TwinOne operation which establishes our minority entry with a limited financial contribution, represents an important digital step in our development policy which will allow us to create new synergies thanks to the high quality of the service, further improving the relationship with our commercial network”. Sergio Tamborini CEO of the Ratti Group Source: Azimut