



**GELLIFY S.r.l. a socio unico**

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## FAQ GELLIFY

### 1.) **What does GELLIFY do? How did they grow and why are they diversified in the tech market?**

GELLIFY is the first B2B platform to connect businesses with innovative technologies from startups and infused in-house capabilities, empowering organizations to execute with rapid efficiency.

From the entrepreneurship side, "GELLIFY for startups" invests in technological trends and businesses related to industry 4.0, Fintech, Cybersecurity, Big Data, and Artificial Intelligence. It connects startups to the resources they need, including:

- 1.) Smart money, seed, early stage, and series A investments for digital entrepreneurs with good prospects for making an exit.
- 2.) The "Gellification" program, whose proprietary model supports all of the startup's business areas during the course of 6-24 months. This allows the startups to obtain a better structure and build competence in their processes.
- 3.) Access to the market, which is granted through GELLIFY's extensive network, built by its managing partners and technological partners from 27+ countries.

From the business side, "GELLIFY for Companies" focuses on open innovation services for small and large businesses. GELLIFY assists them in constructing new and innovative businesses. It features offerings in the

following verticals: Entrepreneurship, Sales & Marketing, Phygital Factory & Operations, Smart Technology and Smart Human.

"GELLIFY for Companies" cultivates formal relationships between large companies and innovative startups or scaleups. This collaboration enables companies to improve their processes with innovative startup technologies, advance their diversification strategy, and access new markets and customer segments. The benefits extend beyond process optimization; companies also realize significant financial gains from the rapid growth rate of the startup itself.

## **2.) GELLIFY is not a traditional incubator/accelerator. Rather, it is an innovation platform.**

Considering the startup ecosystem, the primary differences between the two models are the following:

- a. The specificity of the environment: GELLIFY operates only with B2B startups related to technological trends in Industry 4.0, Fintech, Cybersecurity, Big Data, and Artificial Intelligence. Conversely, an accelerator is usually generalist.
- b. In its capacity to work along side startups in its Gellification Program. GELLIFY offers dynamic services over the course of 6-24 months, involving all business areas, as well as typical acceleration services like mentorship and the foundational services for business creation.

GELLIFY's global headquarters are located in Bologna, Italy. It specializes in helping businesses throughout the world implement digital innovation in manufacturing, consumer goods & retail, financial services, energy, services, and informational & operational technologies. In 2019, it inaugurated its physical and digital collaborative space – the Phygital Hub. The Phygital Hub unifies the world of innovative hardware and software. It is also a bookable venue for related events, both in person and online.

## **3.) Where has GELLIFY invested thus far?**

GELLIFY's B2B investment portfolio includes the following startups, some of which have already entered into the Gellification Program.

- **CyberDyne** ( [www.cyberdyne.it/](http://www.cyberdyne.it/) ): "software and engineering company" focused on applying computational intelligence to resolve scheduling and product design problems in diverse sectors, all through its Kimeme technology ( [www.wikipedia.org/wiki/Kimeme](http://www.wikipedia.org/wiki/Kimeme) ), *Tech sphere: i4.0.*
- **Habble** ( <https://habble.it/en/> ): a "platform" which analyzes and organizes information related to landlines, mobile networks, and data plans, in order to help companies save money on telecommunications costs. *Tech sphere: Analytics & AI.*
- **Datrix** ( <https://datrix.it/en/> ): a group of "data-driven tech companies" dedicated to the development of AI software solutions for marketing, sales, and finance. Datrix group includes the following companies: 3<sup>rd</sup>Place (user and customer AI), FinScience (investment AI), ByTek (performance marketing AI), PaperLit (distribution & monetization AI). *Tech sphere: Analytics & AI.*
- **Datalytics** ( <http://www.datalytics.it/en/home-page-en/> ): a real-time customer engagement software vendor which primarily serves communication agencies, as well as large brand events in B2B2C and retail. *Tech sphere: Analytics & AI.*
- **Beaconforce** ( [www.beaconforce.com](http://www.beaconforce.com) ): A Silicon Valley-founded B2B SaaS which serves talent management with artificial intelligence algorithms for monitoring employee satisfaction. *Tech sphere: Analytics & AI.*
- **Virality** ( [www.virality.community](http://www.virality.community) ): the first Instagram influencer marketing platform that creates, accumulates, and positions influencers. *Tech sphere: Analytics & AI.*
- **Apparound** ( <https://www.apparound.com/> ): The only Italian company in the IT sector that provides the market with a solution to digitize their sales processes. The solution, based on cloud

technology, supports sellers throughout the entire sales cycle. *Tech sphere: Other tech.*

- **CrowdChicken** ( [www.crowdchicken.com](http://www.crowdchicken.com) ) An innovative startup that implements online fundraising and digital communication instruments in order to help donation culture to flourish. *Tech sphere: Other tech.*
- **IGOODI** ( [www.igoodi.eu](http://www.igoodi.eu) ) A high tech project factory which uses AI to design objects and experiences with an innovative avatar concept. *Tech sphere: Analytics & AI.*
- **Agrofood BIC** ( [www.agrofoodbic.it](http://www.agrofoodbic.it) ) A multi-company open innovation Hub which supports startups to develop their entrepreneurial projects. Agrofood BIC combines acceleration services with targeted tools which help startups to grow and overcome barriers to entry in the food sector. *Tech sphere: i4.0.*
- **Traipler.com** ( <https://www.traipler.com/it/en> ) the first video content marketing platform for mass production and distribution of professional video content, supported by a network of over 600 video makers. *Tech sphere: Analytics & AI.*
- **Jumple** ( [www.jumple.it](http://www.jumple.it) ) As a software vendor with the aim to revolutionize the buying experience, Jumple unites the advantages of the digital world and physical points of sales with its humanoid robot. Jumple came to life during a company building project with Intesa San Paolo Innovation Center and GELLIFY. *Tech sphere: i4.0.*
- **Industrio** ( <https://industrio.co/en/> ) A startup accelerator which creates and invests in innovative technology, providing entrepreneurs with seed investments, prototyping resources, and solid growth support. It accompanies entrepreneurs as they develop their products, as well as their actual businesses. *Tech sphere: i4.0.*
- **Scytale** ( [www.scytale.tech](http://www.scytale.tech) ) A research lab focused on advanced cryptography and blockchain with the mission of bringing innovative

solutions for electronic identities and signatures to market. *Tech sphere: Blockchain.*

- **Iungo** ( <https://www.iungo.com/en/> ) A collaborative supply chain solution that integrates all suppliers, whatever their dimension, language, or tech infrastructure, and automates the purchasing process. *Tech sphere: i4.0.*
- **EatsReady** ( [www.eatsready.com](http://www.eatsready.com) ) EatsReady is the 360° solution for lunch breaks. The payment platform and mobile ordering feature connect users, companies, and food providers. EatsReady distributes employer sponsored lunch coupons in a new way. Its mission is to create value in the entire food ecosystem by leveraging technology and its unique business model. *Tech sphere: Other tech.*
- **Enerbrain** ( <https://www.enerbrain.com/en/> ) Offers energy saving solutions for large buildings, which result in radical reductions in consumption and improves air quality. Enerbrain's system is based on machine learning and improves air quality and comfort metrics such as humidity, temperature, CO2, and pollutants with real-time optimization. *Tech sphere: i4.0.*
- **DDM Technology** ( <http://ddmsolutions.it/en/index.html> ) A SAP consulting services company with specialties in document management. DDM Technology analyzes organizations' document processes and how they implement projects to dematerialize documents related to active and passive financial cycles. *Tech sphere: Analytics & AI.*
- **Entando** ( [www.entando.com/](http://www.entando.com/) ) is an open source user experience platform that realizes modern applications on open-source Kubernetes. The platform enables the production of personalized light enterprise and native cloud applications, faster than any of its competitors. It also harmonizes user experiences with omnichannel

logic, accelerating time to market and increasing development efficiency. *Tech sphere: Other Tech*

- **Hokan** ( [www.hokan.co/](http://www.hokan.co/) ) is a UK-based startup with a platform for storing crypto assets. It is the most secure service of its kind on the market because it combines hardware, software, processes, biometrics, and standard security protocols. Hokan manages cryptocurrency assets by providing the equivalent of a digital vault. It aims to manage the assets for prolonged periods, without any type of currency or chain limit, given its intersectional nature. *Tech sphere: Blockchain.*
- **Winelivery** ( [www.winelivery.com/it/](http://www.winelivery.com/it/) ) Winelivery offers 30-minute delivery of alcoholic beverages, at the perfect temperature. The tech platform has also a B2B media data monetization business model. Through the winelivery platform, beverage brands and producers can perform highly specific data-driven marketing campaigns. The service, launched in January, 2016, in Milan, is now active in 13 cities. *Tech sphere: Other Tech.*
- **Deus Technology** ( <https://www.deustechnology.com/?lang=en> ) A B2B fintech startup which uses roboadvisory to support banks in the definition of the best investment portfolios for its clients. In September, 2019, Deus Technology **made an exit** when Engineering Informatica SpA acquired control of it. *Tech sphere: Analytics & AI.*
- **TechMass** ( <https://techmass.io/en/homepage/> ) An innovative startup, born in 2017, which created a digital platform for companies operating in the fourth industrial revolution. Its plug-&-play products increase productivity and focus on involving line workers, without requiring any connection with machines or infrastructure, rendering them easy to install. In October 2019, TechMass **made an exit** when TeamSystem SpA acquired control of it. *Tech sphere: i4.0.*

The startup portfolios realized revenues of 50 million euros in 2019. For 2020, GELLIFY foresees aggregate revenue increases of 50% for the companies that remain in their portfolio.

For the first fiscal quarter of 2020 (Q1 2020), 4 companies in the portfolio are expected to make exits.

Beyond the track record for making exits in less than 24 months, it is important to consider that 4 companies in the GELLIFY portfolio (equivalent to nearly 20% of the overall portfolio) have entered in Gartner's report after their investment. This attests to the quality of their deal flows and capacity to select champions in the B2B sector. It should be noted that when a B2B software company enters a Gartner report, it exponentially increases its visibility for potential customers and potential acquirers. This in turn generates greater probabilities of exiting at higher multiples.

Those included in past Gartner reports include:

- Apparound (*Gartner Magic Quadrant for Configure, Price and Quote Application Suites*).
- Habble (*Gartner Market Guide for Telecom Expense Management Services*).
- Iungo (research entitled "*Use APIs to Modernize EDI for B2B Ecosystem Integration*" authored by William McNeill and Mark O'Neill, respectively, *Sr Director Analyst and VP Analyst* at Gartner).
- Entando (*Magic Quadrant for Intelligent Business Process Management Suites, 2019*).

#### 4.) **What's GELLIFY's story?**

GELLIFY was officially founded in September, 2017. After just over 24 months of its debut, GELLIFY reached some very important results, including:

- The establishment of a portfolio which includes 23 companies active in the industry 4.0, Digital Intelligence, Phygital Marketing, Analytics & AI, and Blockchain spheres. As previously stated, the portfolio already earned aggregate revenues of 50 million euros in 2019, which are forecasted to increase by 50% in 2020 with those companies which remain in the portfolio.
- The start of a pioneering company-building business that is sprouting up startups created with GELLIFY clients / partners.
- The launch of more than 30 innovation programs which support companies as they onboard the latest digital technologies.
- Investments of over 12 million euros with forecasts of the same annual investment levels over the next several years.
- A partnership with Accenture to support startups in their complex projects, with international partners, such as Cisco ANSYS, Comau, Siemens, IBM, Microsoft, Sony, Univet, and Studio Pirola.
- In September, 2019, GELLIFY received a capital increase underwritten by Azimut Group as the lead investor, together with a Club Deal of investors (entrepreneurs, C-levels, and managers) for a funding round of 15 million euros. This development is fundamental for the GELLIFY innovation platform's inorganic growth across the globe, as well as its capacity to invest in more B2B startups.
- In 2020, GELLIFY and Azimut co-launched a closed alternative investment fund which will target B2B SaaS startups. In line with GELLIFY's current strategy, the startups will be specialized in industry 4.0, artificial intelligence, internet of things, blockchain, and cyber security.
- In January, 2020, GELLIFY acquired a majority stake in BIBA Venture Partners [[www.bibavp.com](http://www.bibavp.com)], a professional services and strategic consultancy company specialized in corporate venturing. BIBA, which is located in Barcelona, has now become GELLIFY Iberia. GELLIFY and BIBA's shared vision of an international ecosystem was one of the reasons for GELLIFY's move to acquire the company. The local acquisition makes sense – as it enables GELLIFY to work on innovation programs in the countries where the acquired company already operates, grow

the group's international network, and further expand its "Explore" B2B business community.

The last highlight shows how GELLIFY was founded with the vision of scaling on the international stage. GELLIFY's great growth potential can be attributed to its synergistic features, including:

- Its phygital and digital platform which attracts investments in innovative startups
- The startups' high returns, empowered by the skills and market access that they acquire in the Gellification Program
- The physical meeting opportunities and digital B2B communities which are specific to each startup's vertical specialty. These encounters allow the startups to attract new business and companies to find innovative tech to become future proof.

All of these features are also allowing GELLIFY to succeed further afield from its European roots. The group is continuing its expansion with the opening of GELLIFY Middle East in 2020.

GELLIFY Group measures its success by two key factors:

- a) The growth of its investment portfolio. On this point, GELLIFY would like to highlight the fact that the startups in which GELLIFY has invested have an average CAGR of 55%. The group also maintains an excellent IRR, because of GELLIFY's unique ability to employ smart money to reach quick/successful exits through its network, thus reducing its holding period.
- b) Its revenue growth. 2017, which was the first year of business, closed out with revenues reaching nearly 1.3 million euros. GELLIFY Group's revenues in 2018 amounted to 4.5 million euros. The figures are referring to GELLIFY Group's innovation team and do not include the revenues from the startups in the aforementioned list.



At the close of 2019, GELLIFY realized revenues of 7 million euros, which were attributable to activity during the same year. 2019 also witnessed consistent growth in “GELLIFY for Companies”, with the business line’s revenues growth increased by nearly 45%\* and an EBITDA which has remained steady with that of 2018 at approximately 5%.

Furthermore, GELLIFY closed 2019 with a portfolio of 22 startups (in February, 2020 they have already grown to 23) which have revenues of 50 million euros.

At the end of 2019, GELLIFY also announced its first two exits in the fintech field with Deus Technology and in the industry 4.0 sphere with TechMass.

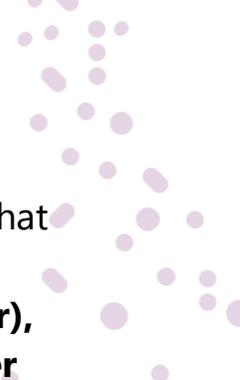
*\*Data to be confirmed after the approval of the year-end financial statements.*

2020 estimates also forecast further gains through inorganic growth initiatives, which should bring GELLIFY’s 2020 consolidated revenues to nearly 12 million euros, considering the revenues of the Italian and global entities.

### **c) What is the Phygital Hub?**

Phygital Hub is a 250 m<sup>2</sup> space in Bologna, Italy, where one can see and touch innovative industry 4.0 technologies and use cases. The Phygital Hub unifies the world of innovative hardware and software and is a place where one can meet other players in the GELLIFY ecosystem, in order to experience “contamination” of ideas and find inspiration. The Phygital Hub is located in the heart of one of Italy’s most strategic industrial areas, which hosts its most important international motor, packaging, and agri-food companies.

The heart of the Phygital HUB beats within its tech islands. There, it is possible to immerse oneself in smart factory technologies, which have been developed by large companies and emerging startups.



GELLIFY offers the opportunity to discover innovative use cases that leverage technologies from tech partners like **Cisco, ANSYS, Comau, Microsoft, IBM, Univet (a Sony Partner), VEM Systems, Siemens**, as well as pioneering startups like **Cyber Dyne, TechMass, Analytics Network, PS Mobile, Tecnosens (an industrial camera distributor for Sony), AIM2, Getcoo, Immersio, Hevolus, Iuvo, Jumble, Proglove, Magyc, Modelway, Nuada, and Sclack**.

The main partner of the Phygital Hub is **Accenture Italy**, while it also is supported by **Electrolux; Milan Polytechnic University** and its **Department of Mechanics**; as well as the **University of Bologna** and its **Unibo Motorsport** team.

The investment in the Phygital Hub is an investment in its structure and the technologies that reside within it. The sum of its parts is estimated at about 500 thousand euros.

The Hub features three main categories of innovators:

- GELLIFY employees
- Startups in GELLIFY's portfolio and industry 4.0 network
- It is also possible for university researchers and graduate students to use the space to develop their innovative solutions. They can come to the Hub to participate in workshops and complete applied workshops. For the moment, there is not a direct relationship with the university.

Phygital Hub is also a bookable venue for related events, both in person and online.

#### **d) What unique organizational methodologies does GELLIFY use?**

- **Gellification Program:** GELLIFY offers its “Gellification” program to all of the startups it invests in. The proprietary growth program lasts 6 – 24 months and influences all areas of its business. Gellification structures the startups’ internal processes and equips them with the essential competences they need to operate. With a razor-sharp focus on scaling up, their services go far beyond the typical mentorship and business creation programs one finds in incubators.
- **Company building:** company building is an innovative methodology adapted by GELLIFY to help companies establish on-demand startups in line with their specific business needs.

GELLIFY retains that their company-building success is predicated on their specialization in market verticals and specific skills. Therefore, its on-demand startups are intentionally limited to B2B Platforms, Data Monetization, system startups focused on innovation, industry 4.0 and fintech.

GELLIFY’s company building method follows several phases which bring projects to life, helping them to define unique business models, market positions, and synergies with their parent companies.

#### e) **Number of GELLIFY employees**

GELLIFY currently employs 65 people, with forecasted growth to 120 employees within 2020.

In assistance to its startups, GELLIFY indirectly supports a total of 400 employees, which are expected to triple over the next 3 years.

#### f) **How many branches does GELLIFY operate? Where are they located?**



GELLIFY global headquarters are located in Bologna, Italy. GELLIFY chose the strategic location of Bologna in Italy in order to stay close to the manufacturing sector in Italy with its industry 4.0 business unit, and, since early 2019, the Phygital Hub. The Phygital Hub unites innovative hardware and software technologies. In addition to its Bologna headquarters, GELLIFY has a Milan branch to serve large multinationals, industries like manufacturing, consumer goods, retail, energy and resources, professional services, and fintech.

GELLIFY has chosen Barcelona as the headquarters of its Iberian operations, which will span across Spain and Portugal. It acquired a majority stake in BIBA Venture Partners, a strategic consulting company for corporate venturing based right in Barcelona. BIBA Venture Partners has a business model which is related to the "GELLIFY for Companies" business line, the above mentioned unit that supports innovation strategy development and corporate venturing in established companies.

GELLIFY Iberia's expertise will allow to improve innovation programs in the countries where BIBA Venture Partners already operates, further expand its international network and its "Explore" business community.

GELLIFY's Middle East branch is headquartered in Dubai. Rapid developments in the tech, tourism, and development industries made the Middle East an appealing location for GELLIFY's international expansion. The company is creating a B2B ecosystem and tech transfer highway between Europe and the region. This "highway" will facilitate an exchange of the best tech from Middle Eastern startups to come to Europe, and Europe to contribute its resources and innovation infrastructure to the Middle East.

The branch will also continue GELLIFY's services in corporate entrepreneurship and smart investments.