



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

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## **GELLIFY acquires majority stake of the Spanish professional services company BIBA Venture Partners and launches GELLIFY Iberia**

***The acquisition of a company abroad lays the foundations for the global scaleup of the GELLIFY model***

**Milan, 30 January 2020** - GELLIFY [[www.gellify.com](http://www.gellify.com)] announces the acquisition of a majority stake in BIBA Venture Partners [[www.bibavp.com](http://www.bibavp.com)], a professional services and strategic consulting company for corporate venturing based in Barcelona. GELLIFY is the first B2B innovation platform that selects, invests in, and grows innovative startups in the digital sector and connects them with established companies in an open innovation perspective.

Founded in Spain in 2014, BIBA Venture Partners has a business model which is related to the "GELLIFY for Corporates" business line. The unit supports innovation strategy development and corporate venturing in established companies.

In other words, "GELLIFY for Corporates" 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.

Starting today, BIBA founders Diego Fernandez and Alberto Ratti are now partners of GELLIFY Iberia. Both are renowned professionals within the international innovation community. The vision of the international innovation ecosystem has been one of the key elements that persuaded GELLIFY to invest in the company. GELLIFY Iberia's expertise will allow it to improve innovation programs in the countries where it already operates, expanding its international network, and grow its "Explore" Business Community at a global level. The Spanish company's international network will also serve to internationalize the startups in GELLIFY's portfolio and connect them with its clients. Among the clients of BIBA Venture Partners appear Kasperksy, one of the worldwide leading corporates in cybersecurity solutions; the Spanish multinational banking group BBVA; one of the main Spanish infrastructures companies, Ferrovial; and Ogilvy, which is among the most important advertising agencies in the world.



GELLIFY Iberia will leverage the founders' experience and network, as well as the BIBA Ventures team's skills. It will also draw upon the GELLIFY model's distinguishing elements, which make it unique in the market: its Industry 4.0 unit, the Phygital Hub innovation space, and the Innovation Community "Explore".

*"BIBA Venture Partners has been a pleasant discovery for us in Spain - Fabio Nalucci, CEO and Founder GELLIFY - because the model of professional services for companies is consistent with ours. This integration will bring mutual benefits both in Italy and Spain, as well as at a broader international level".*

*"GELLIFY has arrived at the perfect time - Diego Fernandez, CEO and Co-founder BIBA Venture Partners - granting us its vast experience and capacity. They have done an excellent job thus far. We hope to learn from and contribute to the group, growing together and helping big brands and startups along the way."*

In 2019 the "GELLIFY for Corporates" business line grew consistently, with revenues up around 45%\* and an EBITDA that remained consistent with the 2018 percentage at around 5%\*.

GELLIFY has also closed the year with a portfolio of 22 startups, whose revenues totaled 50 Million Euros. At the end of 2019 it also announced its first two exits, including Deus Technology (fintech) and TechMass (industry 4.0).

*\*to be confirmed after balance sheet approval.*

## **About GELLIFY**

GELLIFY is the first B2B innovation platform that can connect digital software startups with traditional companies. GELLIFY gives access to investments, skills, and networks, which are key factors for the startups growth.

It relies on 2 business units:

- GELLIFY for Startups, which specializes in the 'gellification' of startups that have already gained market traction. The gellification program provides more comprehensive services than mentorship and basic services typical of incubators. Its growth program lasts 6-24 months and involves every company business function.
- GELLIFY for Corporates, which provides open innovation services to small businesses and large corporations willing to create new innovative business paths, with specialties in Entrepreneurship, HR, Sales and Marketing, Phygital Factories, ICT.