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PRESS RELEASE

Innovation platform GELLIFY forays into the Middle East

On a mission to create a holistic ecosystem in the digital economy, empower innovative B2B tech startups, and provide job opportunities

Dubai, UAE; 31 March 2020: GELLIFY, a new innovation platform for the business community, opens a hub in Dubai Internet City. Aiming to provide the community of B2B innovators - from investors, startups to corporates - with a unique and integrated approach, the Italian-headquartered company acts as an international technology transfer highway, exchanging startups' cutting-edge technologies between Europe and the Middle East.

The third branch after Italy and Spain, GELLIFY Middle East innovation hub will help to revolutionize businesses in the region and become more competitive in the digital age. It simultaneously acts as an investor, a venture capital, a growth advisor, a cultural shift coach, a start-up and digital consultant - providing all stakeholders with a platform for the like-minded community and value proposition based on proven methods and assets.

Fabio Nalucci, CEO and Founder of GELLIFY Group, said: "We saw the need and opportunity to create a new wave of economy in the Middle East that has a potential in setting direction for the future. By leveraging our B2B Tech startups, research, experience in digital transformation capabilities, and community, we can help both public and private sectors to implement their digital roadmaps. We have invested about 15 Million Euros in Italy, UK and Spain, and we plan to replicate this performance in the Middle East in the next three years to further enhance our competence globally."

The company accredits its success to its ability to connect innovation supply and demand. That is to say, they connect startups and scaleups, which provide process innovation and disrupt business models, with companies of all sizes which have the need to innovate. To meet this challenge, they developed the "GELLIFICATION" program. Similar to the actual process of turning a substance into a solid form with the help of a gelling agent, GELLIFY matches an idea (air) with a beneficiary (liquid), then performs innovative processes to achieve positive earnings (gel) until the startup matures and is ready for exit (solid).

GELLIFY has also built a community called 'EXPLORE' that connects entrepreneurs, innovators, and professionals on any digital device, where they facilitate events that allow phygital (physical and digital) experiences.

[The app](#) is the smart working platform for the EXPLORE community, where one can read the latest strategies on digital transformation, based on the latest innovative technologies on the market. The app is available on [App Store](#) and [Google Playstore](#).

“Middle Eastern countries are developing their nations with the intent to grow businesses and demographics, envisioning the future with an international hub that is the best place to live and work. GELLIFY strongly believes in these Middle East ambitions and is excited to contribute to the ecosystem that will set the direction for the future that, we are learning in these days, will leverage technology more than ever, to enable and protect health and wealth from disrupting events. Out of the investment funds raised by the Group, one third will be spent to build a team in the region and empower GCC startups and allow them to scale internationally. We are excited to roll-out our plans in Middle East starting in the UAE and then in Saudi Arabia, and including building a phygital hub which will be used as a hub and event space where the tech and business community can network and exchange ideas” said Massimo Cannizzo, CEO and Co-Founder of GELLIFY Middle East.

SPECIAL COVID-19 EXPLORE TALKS SERIES

In response to the global Covid-19 pandemic, GELLIFY is pioneering an EXPLORE Events initiative called **Future-Proof Your Organization with ‘Black Swan’ Capabilities**. GELLIFY experts and external speakers will talk about how innovative technologies can help to create a more resilient and sustainable economy. The topics will be organized in sessions or mini-series. Subjects will include digital intrapreneurship; blockchain-backed supply chains; V/R and A/R remote collaboration; risk mitigation through predictive analytics and AI; smart working cyber security; and more. Each session will include expert opinions, pragmatic solutions, and use cases, which will highlight how each digital innovation can mitigate business risks. Interested participants can subscribe to these services on the page www.gellify.com/middle-east/explore-events and [join the first session](#) planned on **21 April 2020**.

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NOTES TO EDITORS

ABOUT GELLIFY

GELLIFY is an innovation platform that connects high-tech B2B startups with organizations to innovate their processes, products, and business models, through investments.

Headquartered in Italy with offices in Spain and UAE, the company’s success banks on its unique model which infuses businesses with the latest technologies from B2B startups and GELLIFY capabilities. GELLIFY brings startups from their embryonic “air” or “liquid” state to a reliable and scalable “solid” state, using its unique ‘GELLIFICATION’ growth program. This growth is funded through smart investments, supplied by GELLIFY and its co-investors.



GELLIFY has also built a community called 'EXPLORE' where entrepreneurs, innovators, and professionals can connect on any digital device. Through the app, available to download from [App Store](#) and [Google Playstore](#), participants can engage in phygital (physical and digital) experiences and take part in events, and infuse their businesses with the latest technologies from startups and GELLIFY capabilities.

GELLIFY comprises three business units: (1) GELLIFY for Startups, which provides more comprehensive services than mentorship and basic services that are typical of incubators through its 'gellification' program; (2) GELLIFY for Companies, which provides open innovation services used to design and implement digital transformation of small businesses and large corporations; and (3) GELLIFY for Investors, which provides Investment advisory and the management of a GELLIFY Investment Fund on selected innovative B2B Tech Start-ups.

For more information about GELLIFY in the Middle East, visit: www.gellify.com/gellify-middle-east/

Full press kit is available to download here: www.gellify.com/about/press/

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