



DIGITAL MAGICS

Woman Innovation The Excellence Acceleration Program dedicated to Women



MILANO – 23° November 2017

Women Acceleration Program

MISSION

- Speaking about innovation, Women still fail to express their great potential in terms of innovation that they can demonstrate to the Italian economic and social system.
- With the goal of creating an environment that can take into account all the needs of aspiring entrepreneurs and startupper, Digital Magics, with the help of a whole community of women made by entrepreneurs, top managers and industry experts and leaders, launches the first Women Acceleration Program for Excellence.

Women Acceleration Program



TARGET

- **All young women who have an innovative idea based on the use of digital platforms but who, for the most disparate reasons, have not yet found a place to develop and test them**
- **graduates in STEM disciplines but also young women who in the midst of their career decided that it was time to shape their dream in the drawer: to create a young, innovative technology enterprise.**

Women Acceleration Program

WHY:

- the idea is based on the fact that **in Italy only 13% of startups are made up of women who founded it**. This is, in our view, due to the fact that **many women do not think it is possible to become young entrepreneurs in the field of technological innovation** simply for a cultural heritage, right or wrong.
- In an article published a few years ago by TechCrunch, Penelope Trunk (serial startupper) argued that *If there are few women it is because they prefer to have children and have a less risky job, preferably part time. We do not believe it so.*
- Instead, **we believe there is an opportunity to create a "female" environment that can support all women who want to do business**. And I do not just say that I am the only woman among the partners of Digital Magics. We all support it here in our business incubator.
- So ... **do it under!** We look forward to welcoming you :-)

Layla Pavone - Managing Director Industry Innovation



Who We Are



- **Leading Incubator in Italy for digital startups, with over 70 companies incubated and accelerated over the years**
- **Since 2013, quoted on AIM Italia (Symbol: DM)**
- **Sector Activity: Digital Media, Internet of Things, Financial Tech, E-commerce, B2B Tech, Digital Marcom, Travel Tech, Health Tech, Energy Tech.**

Digital Magics Portfolio



Digital Magics in Numbers

>7.000

«PITCH»
EVALUATED

>70

STARTUP

>500

WORKING PEOPLE



7 EXIT

>30% IRR
5M€ RE-INVESTMENTS

Digital Magics on the field



- **LOCAL PARTNERS**
- **SCOUTING STARTUP**
- **SIMPLIFIED ACCESS** to Public and Private Investors on the territory
- **PARTNERSHIP** with local industries

+

DIGITAL MAGICS
model and experience

=

Unique Proposition

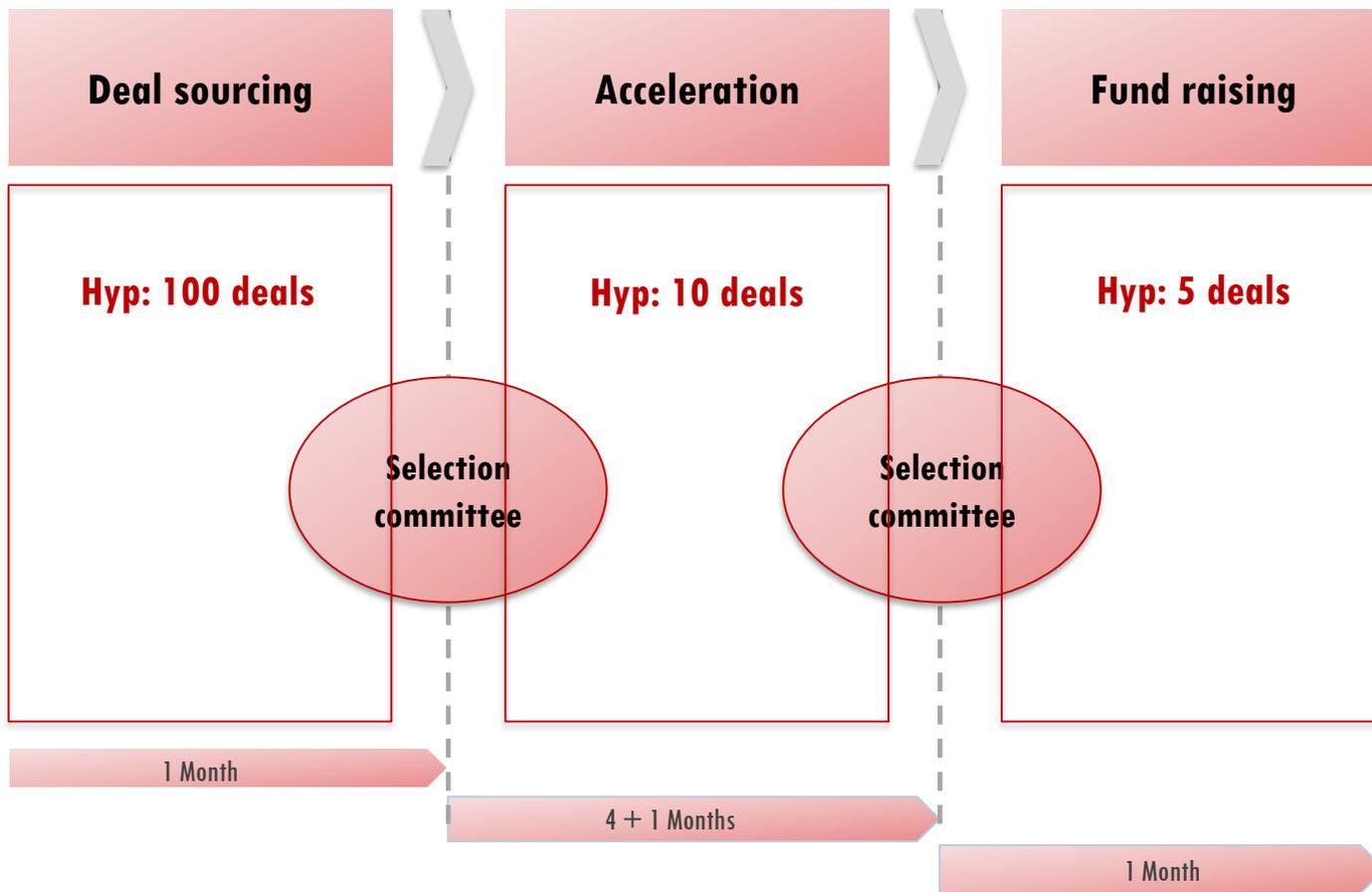
Build the Future

- Digital Magics and Women Acceleration Team made by Mentors, Advisors and Sponsor Partner Companies will follow the selected startups founded and lead by Women along the entire 5+1 month Acceleration Program.
- The goal is to lead them at the end of the Program to:
 - Validate their Business Model
 - Make the first sales
 - Meet metrics and shared KPIs
 - Match Investors for a Seed round

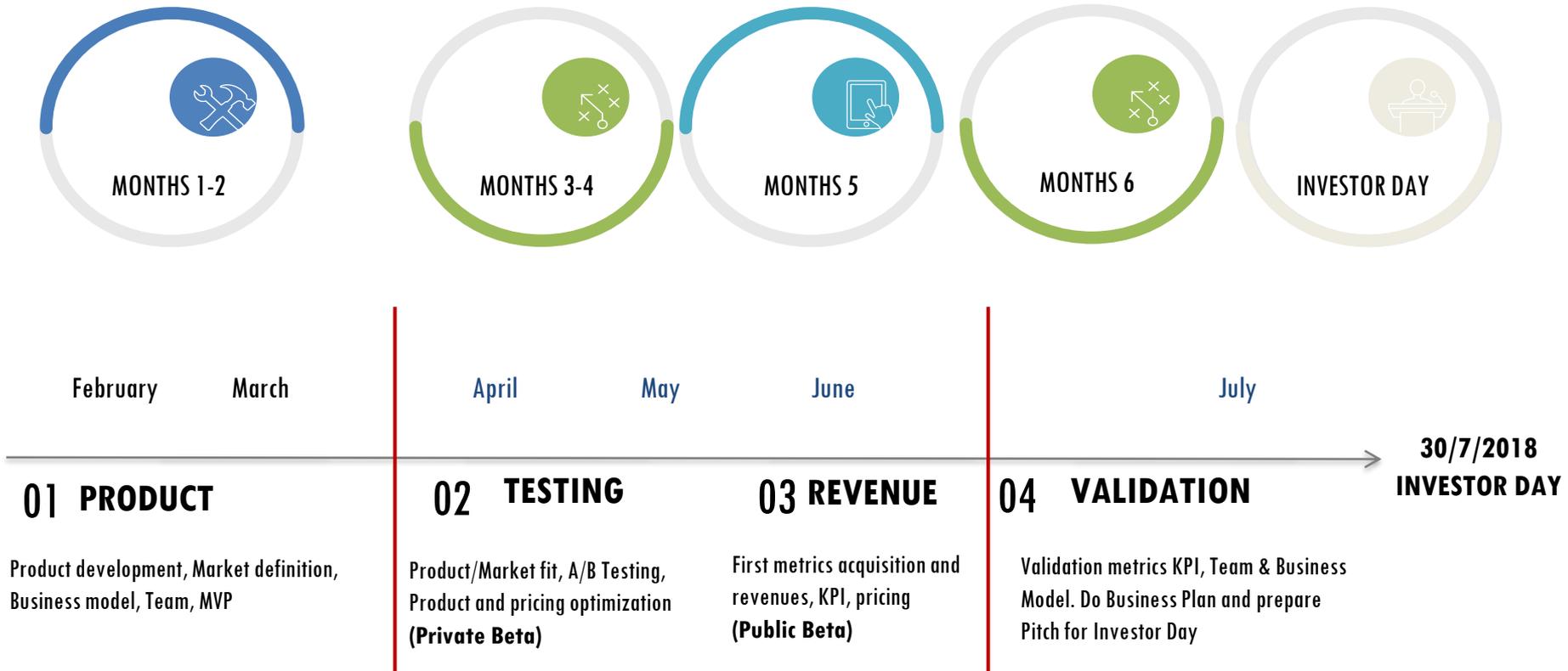
Timeline



Model



Acceleration program structure



**Selected startups will
continue the program and
will get cash for market test**

What's the deal for «She starterper»?

5+1 Months Program

An intense 5+1 months program supporting women -startuppers to realize their project



Teaching

4 hours of lectures per week held by the most important advisors of the sector



Masterclass

Special meetings with the most relevant CEO of the industry



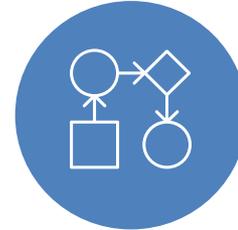
Tailored Mentorship

Carefully selected mentors from Partner Companies who provide hands-on support during the acceleration period



Coworking Space

Free coworking desk space at the dynamic Digital Magics Milan offices for the entire team during the 5 +1 months program



Perks & Discounts

Exclusive partner deals from leading technology providers such as, Amazon, IBM; Microsoft and others



Test Expenses

€15,000 in cash per company provided to cover the first expenses for first market tests & sales



Investor Day

Event organised to meet Partner Companies, active angels and VCs investors

THANK YOU!

