



# DIGITAL MAGICS

# MAGIC WAND

**The Excellence Acceleration Program  
in Fintech sector**

SALONE DEI PAGAMENTI - MILANO , 24th NOVEMBER 2017

# Fintech Accelerator Program: come cercare l'innovazione facendo sistema

14:30 - 15:30 - 24/11/2017

FINTECH & REGTECH

consigliato ai target Banche, Corporate, Small Business & Partite Iva.

## Digital Magics

Moderatore

Digital Magics in partnership con alcuni fra i più importanti attori del mondo della finanza e delle assicurazioni ha ideato il primo Programma di Accelerazione Fintech dedicato alla ricerca dei migliori progetti nel settore. Ne parleremo con i protagonisti del progetto.

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REGISTRATI



# Program's Objectives

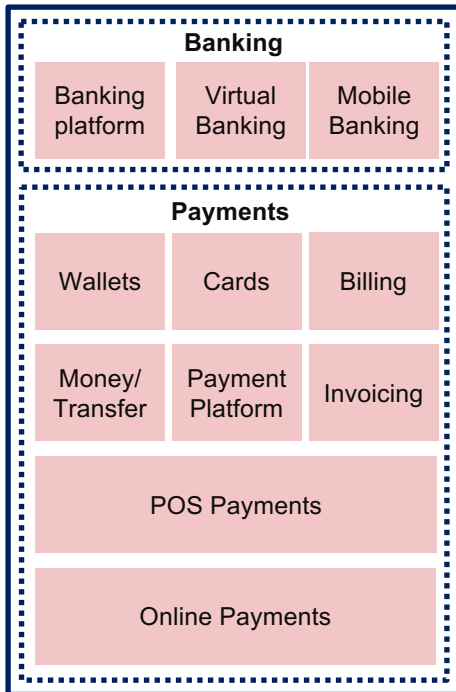
- Create a center of excellence in Italy capable to accelerate and support Companies, within the Fintech and the Insurtech Industry, with the ambition to be among the best in the world.



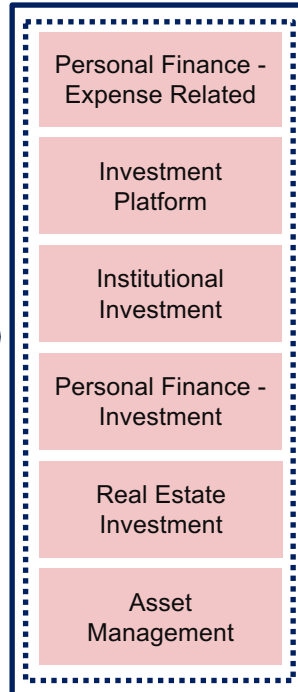
- Targets will be digital companies developing scalable business models aiming to grow in markets bigger than 1B€ and the ambition to reach a > 100M€ exit.

# What are we searching for?

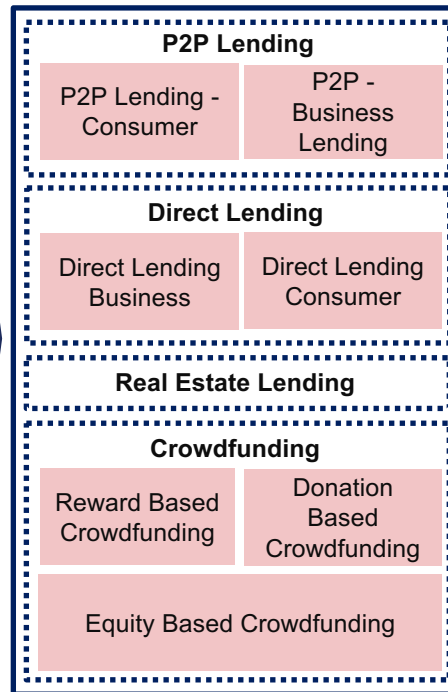
## Banking & Payments



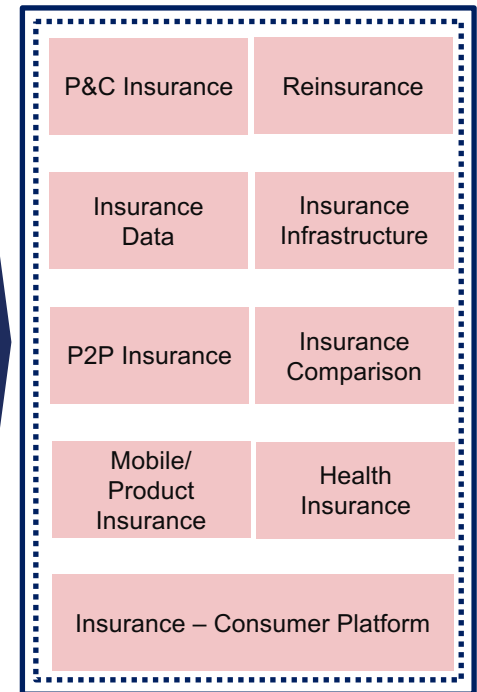
## Investments



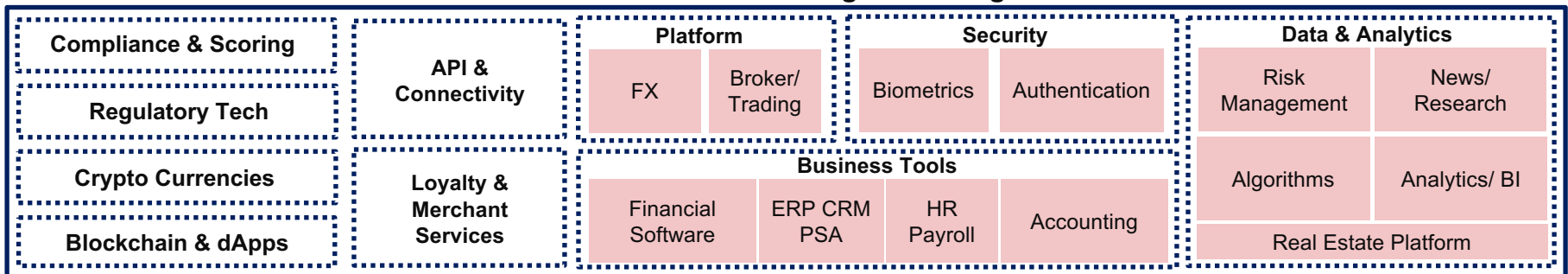
## Financing



## Insurance



## Infrastructure & Enabling Technologies



# Build the Future

- The Team Digital Magics supported by Mentors, Advisors and Partner Companies will follow the selected startups along the entire 5+1 months Acceleration Program
- The goal is to lead them at the end of the Program to:
  - Validate their Business Model
  - Go to Market
  - Meet metrics and shared KPIs

# Fintech & Insurtech: Market Size and Opportunity

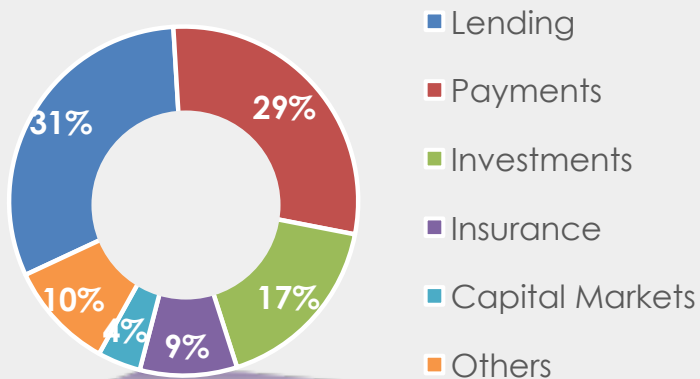


Source: \*Towers Watson Securities, Willis Re and CB Insights (2016); \*\*FTPartners: 2016 Annual Fintech Almanac; \*\*\*Dealroom.co (2017)

# Disrupting the industry

## FINTECH trends

GLOBAL FINTECH INVESTMENTS



**75%**

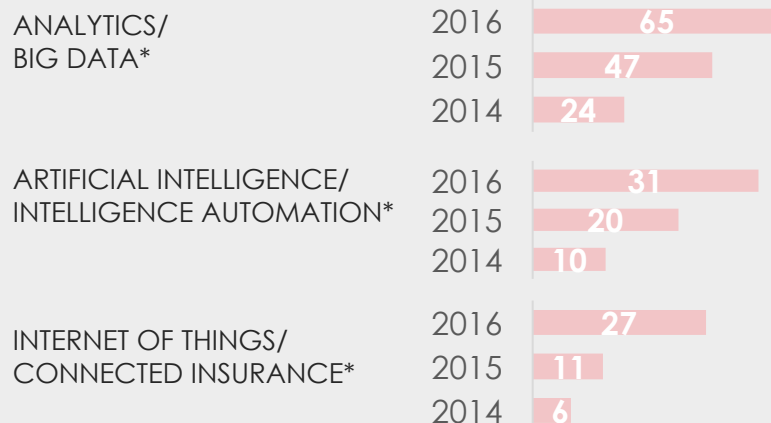
Lending, Payments and Investments

### Winning capabilities

- Engine & Algorithms
- Advanced profiling
- Human and robo integration
- Digital distribution strategy

## INSURTECH trends

NUMBER OF DEALS



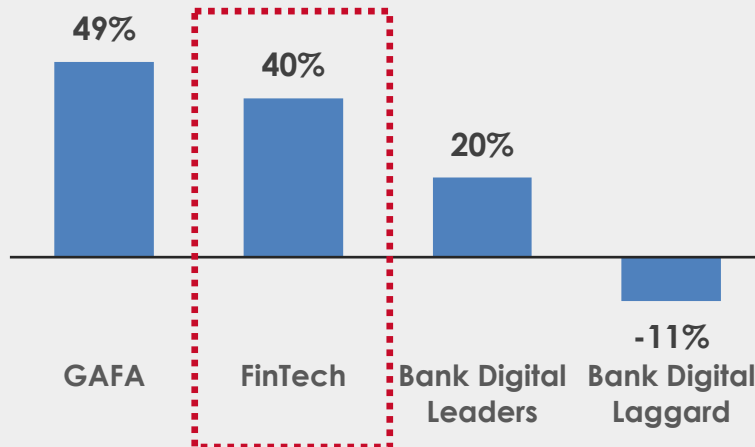
There are three significant ways in which technology is currently impacting the insurance sector:

- 1 Insurance Distribution
- 2 Sales, Marketing & Engagement
- 3 Data & Analytics

# Fintech: Market Size and Opportunity — Italy



## FUTURE GROWTH VALUE (as % of Enterprise Value\*)



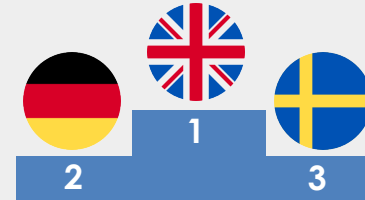
- Future value of **GAFA** (Google, Amazon, Facebook and Apple) and **Fintech** is expected to **grow significantly**
- **Banks laggard** in their digital transformation will **decrease their EV**

9%

of global 2016  
Investments were in  
Europe\*

## TOP 3 EU COUNTRIES

Investments in 2016 in (\$bln)

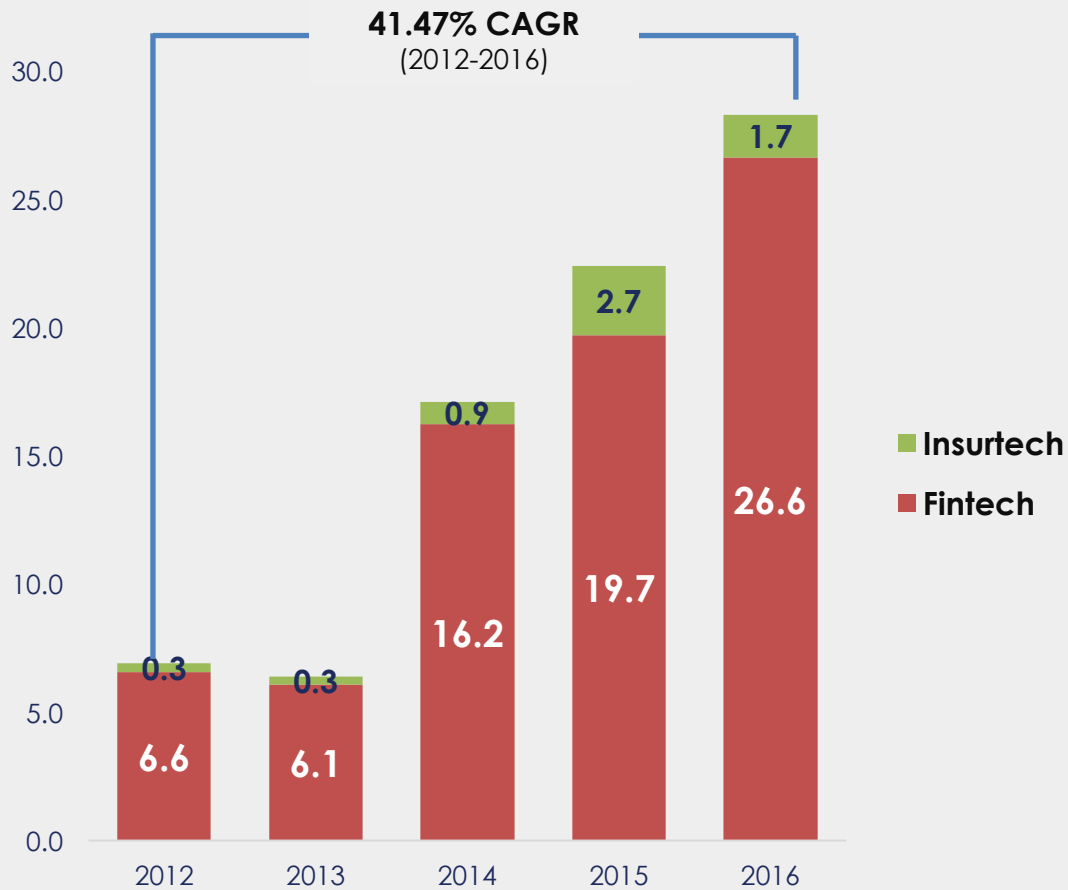


- Italy is at the **8° place** (\$13M)

Sources: \*Accenture Research and Capital IQ data (March 2017);

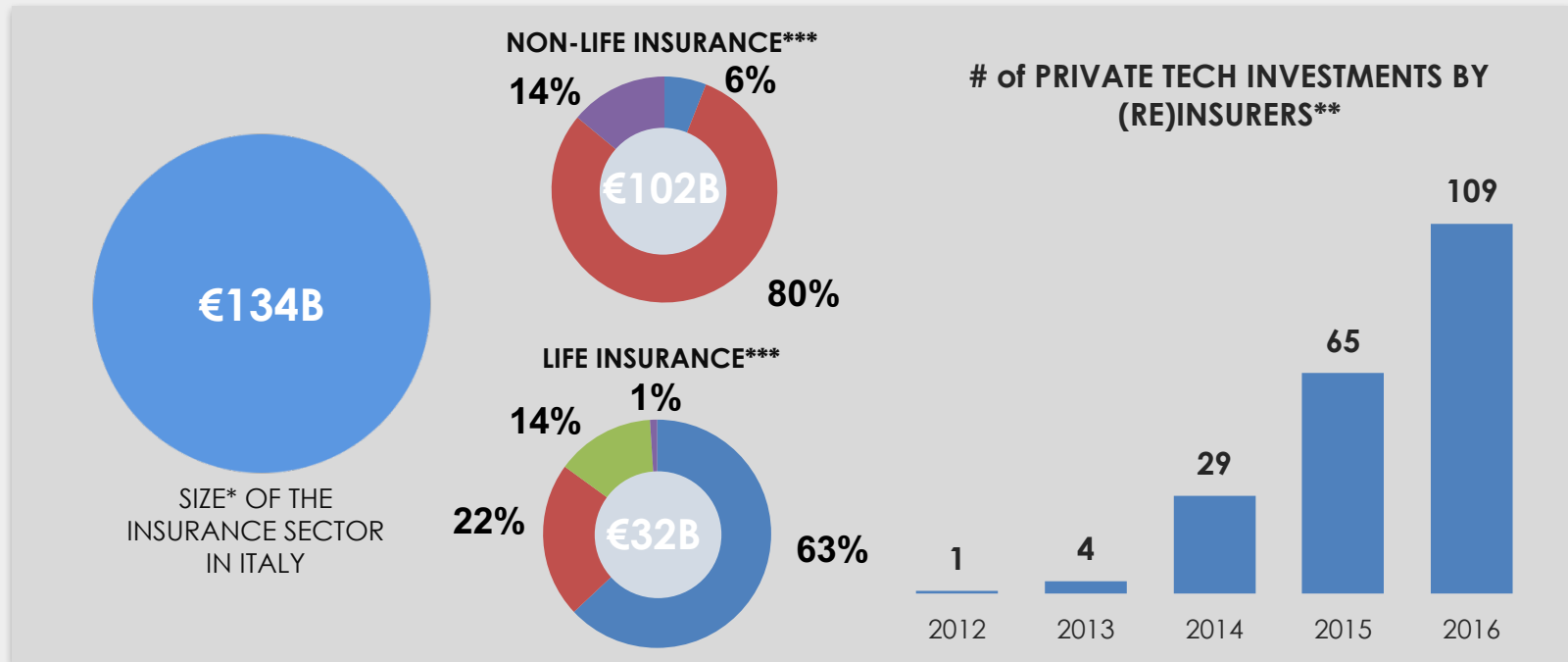
# Insurtech is becoming an important growth driver in the Fintech sector

## INVESTMENTS IN GLOBAL STARTUPS BY VERTICAL (€B)



Source: Insurewills, Tower and Watson (2017), FTPartners (2017)

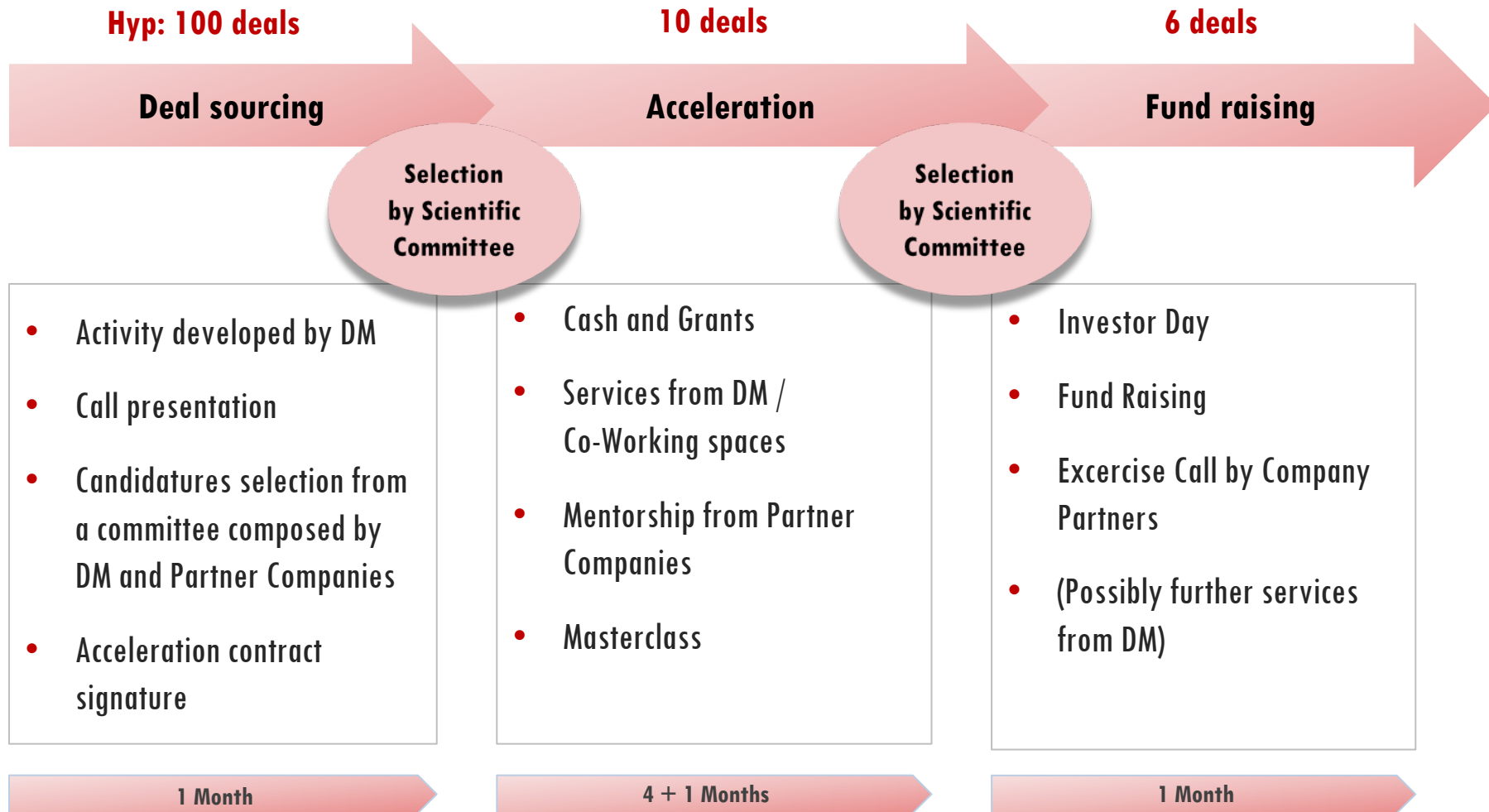
# Insurtech: Market Size and Opportunity — Italy



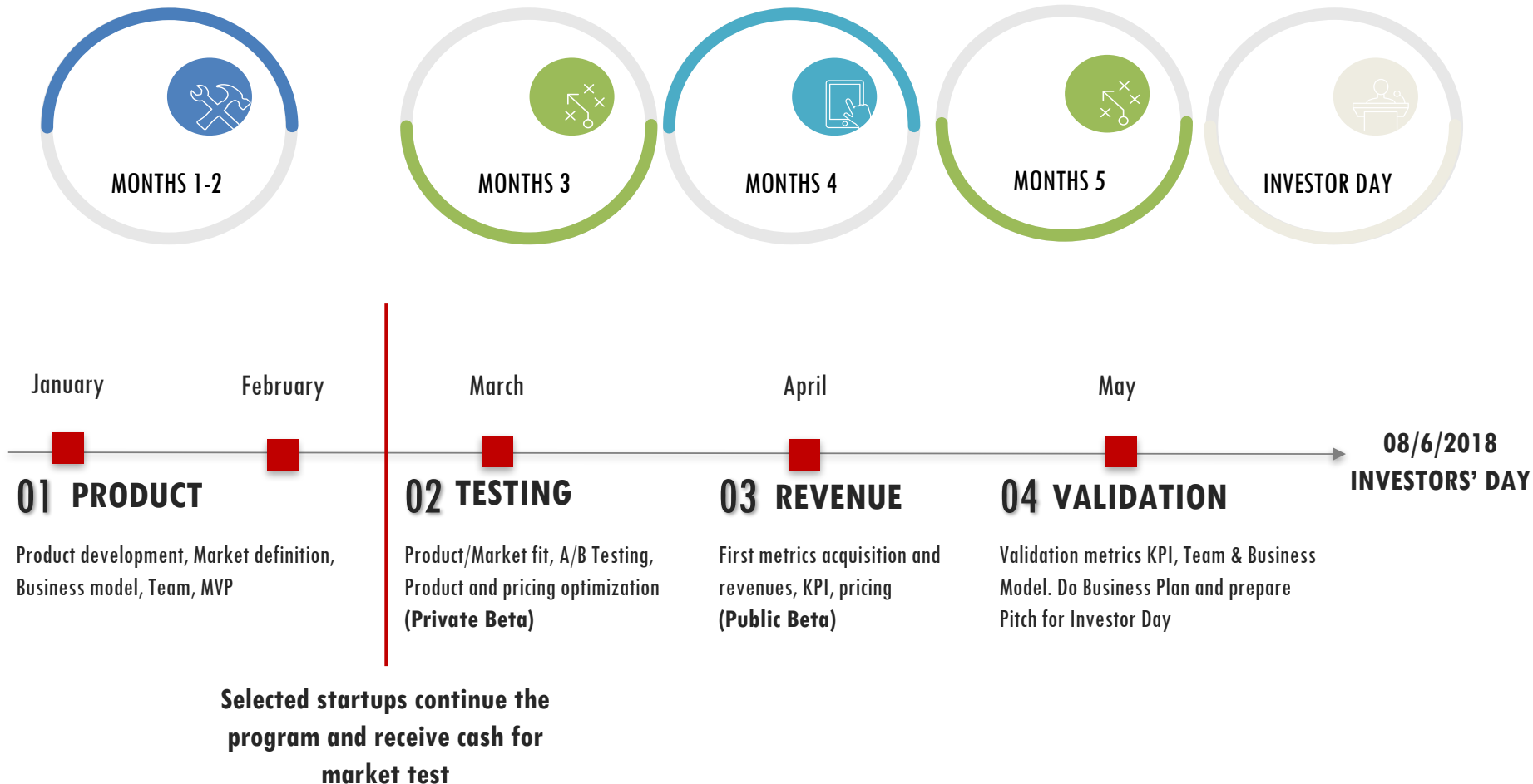
Sources: \*Pwc: The Italian Insurance Market (2016), measured in GWP, \*\*CBINSIGHTS: Global Fintech Report 2017

\*\*\*  
■ Banks ■ Agents ■ Financial Promoter ■ Others

# Model



# Acceleration Program structure

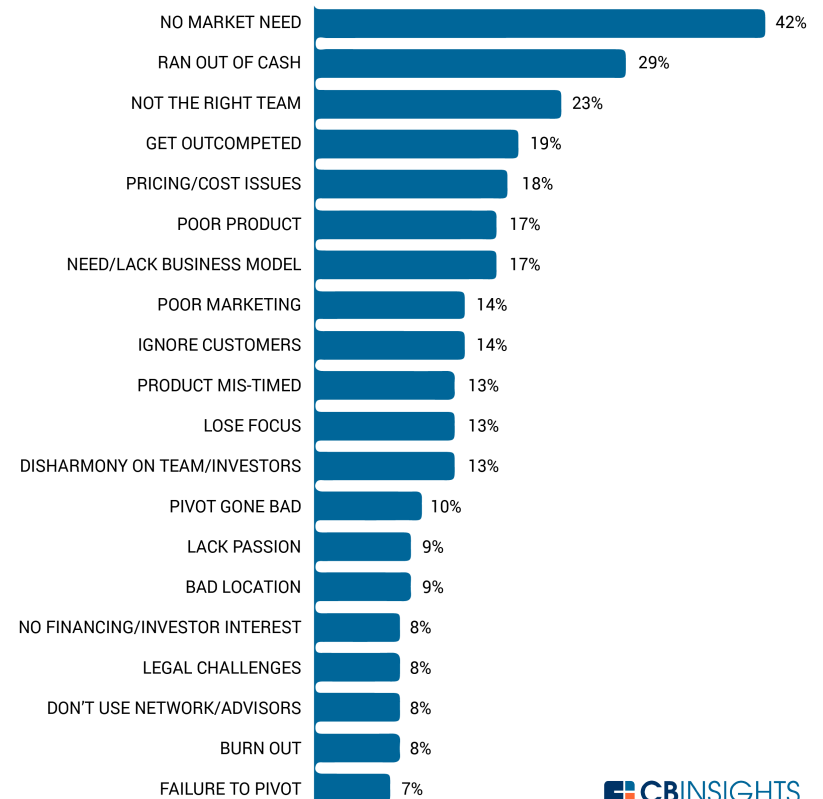


# Advisors

- The Acceleration Program will be supported by Advisors: experts in important fields of the business sector, who will help the startups correct their mistakes and find a market positioning.
- Tens of marketing and growth hacking experts, platform and interface developers, legal and finance specialists, startups' and firms' CEOs, managers and creative talents, will closely follow the selected startups to help them in the fragile but essential scale-up step from “startup to company”.

## THE TOP 20 REASONS STARTUPS FAIL

Based on an Analysis of 101 Startup Post-Mortems



CBINSIGHTS

# What's the deal for startups?

## 5+1 Months Program

An intense 5+1 months program supporting startupper 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: 3 hours meeting once a week



## Tailored Mentorship

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



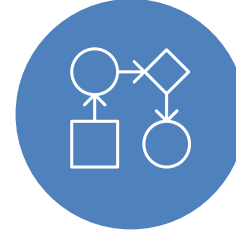
## Coworking Space

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



## Grant

Exclusive partner deals from leading technology providers



## Test Expenses

€5,000 in cash per company provided to cover the first expenses and after the first selection based on KPI screening other €15.000 in cash for the selected companies for first market tests & sales



## Investor Day

Event organised to meet Partner Companies, active angels and VCs investing in Fintech



# Programme's Partners



# THANK YOU