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Magic Wand

Fintech, Insurtech, Cybersecurity and Blockchain
Acceleration Program

APPLY

Milano, Salone dei Pagamenti 8th November 2019

Marco Gay – Amministratore Delegato Digital Magics -Layla Pavone Chief Innovation, Marketing and Communication Officer Digital Magics



**DIGITAL
MAGICS**

CHI SIAMO

Digital Magics quota all'AIM Italia è un business incubator che si occupa di supportare e sostenere la crescita di nuove aziende innovative (startup) con asset tecnologici e digitali, sviluppandone il business, affiancandosi ai fondatori e fornendo servizi di accelerazione. Digital Magics, supporta quindi a livello industriale le startup per creare progetti di successo.

*Digital Magics, grazie alla partnership con **Talent Garden e Tamburi Investment Partner**, ha creato la più importante piattaforma di innovazione per il **Digital Made in Italy**, fornendo supporto a startup innovative, creando progetto di successo e offrendo servizi di Open Innovation alle grandi e medie aziende, italiane ed internazionali.*



**DIGITAL
MAGICS**

IL MERCATO DIGITALE IN ITALIA

> € 70 MLD nel 2018

> € 72 MLD Forecast nel 2019

+2,5%

(in crescita da 4 anni)

**Crescita a doppia cifra
nei settori innovativi**

Impresa 4.0 (+18%), IoT (+19%), Cloud
(+23%), Big Data (+18%), AI (+69%) e
Blockchain (+25%)

> 10.000

le startup innovative
che impiegano oltre

53.700 addetti

€ 598 MLN

investimenti totali
in startup in Italia

2018

(+81% vs anno 2017)



DIGITAL
MAGICS

IL TEAM



> 300 anni di
esperienza
nel digitale



**DIGITAL
MAGICS**

CON STARTUP E SCALE UP DIGITALI

SELEZIONE E INGRESSO

ACCELERAZIONE

INCUBAZIONE

GESTIONE

EXIT

Finanziamento Seed (*Club Deal*)

Raccolti oltre **91 milioni di euro** dal **2011** fino al **30 Giugno 2019**
per le startup di Digital Magics

27 milioni

investiti da
Digital Magics



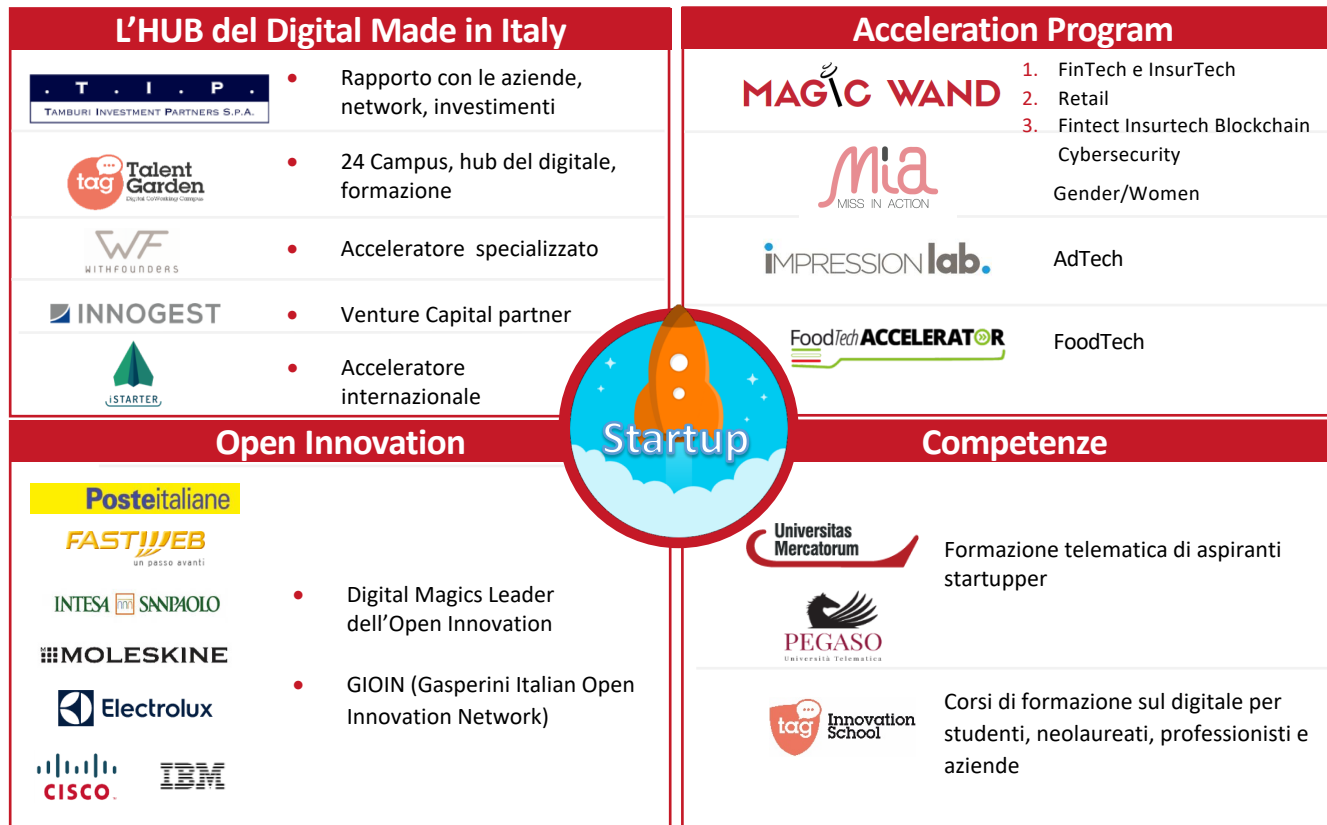
64 milioni

investiti da
terzi

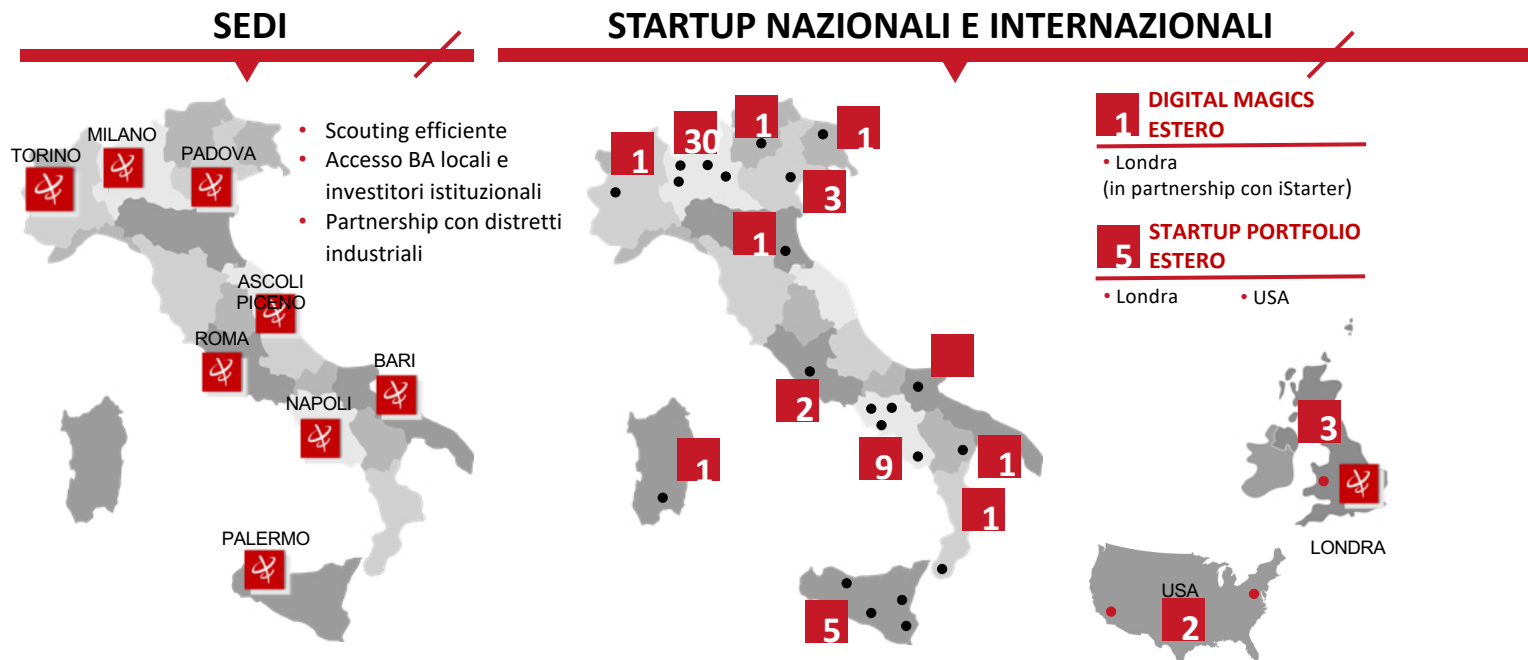
Dall'inizio del 2018 concretizzati i primi investimenti insieme a **StarTIP**, veicolo nato a fine 2017 con una dotazione di **€ 100 milioni** in:

Talent Garden, Centy e Buzzoole.

Le startup di Digital Magics possono contare su un ulteriore supporto per i round successivi al SEED, riducendo così i classici vincoli dei VC (**EXIT/TEMPO**)



66 partecipazioni attive (62 nel 2018) - 9 settori



DIGITAL MAGICS | IL NOSTRO PORTFOLIO

Le **66 società operative** al 31 dicembre 2018 hanno registrato un
fatturato aggregato di 56,2 milioni di Euro, con
 un **CAGR** sul periodo **2015-2018 del 40%**



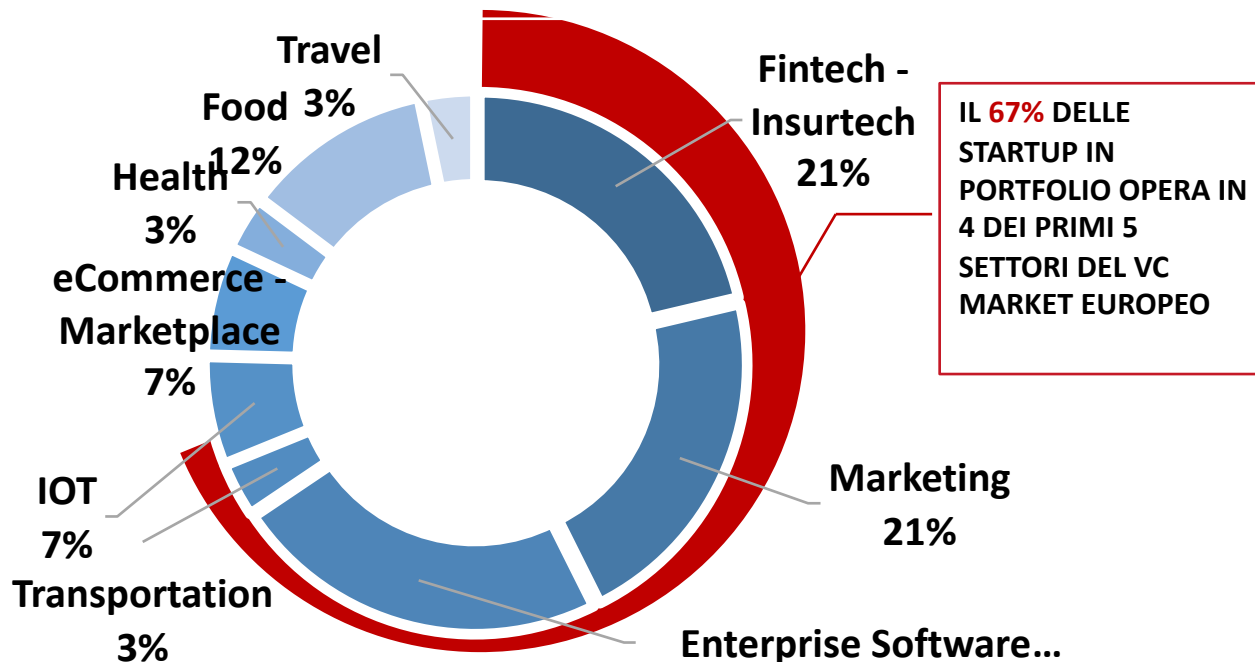
* Partecipazioni via Withfounders



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MAGICS**

19 SETTORI PRESIDIATI

+ ARTIFICIAL INTELLIGENCE, IMPRESA 4.0 E BLOCKCHAIN



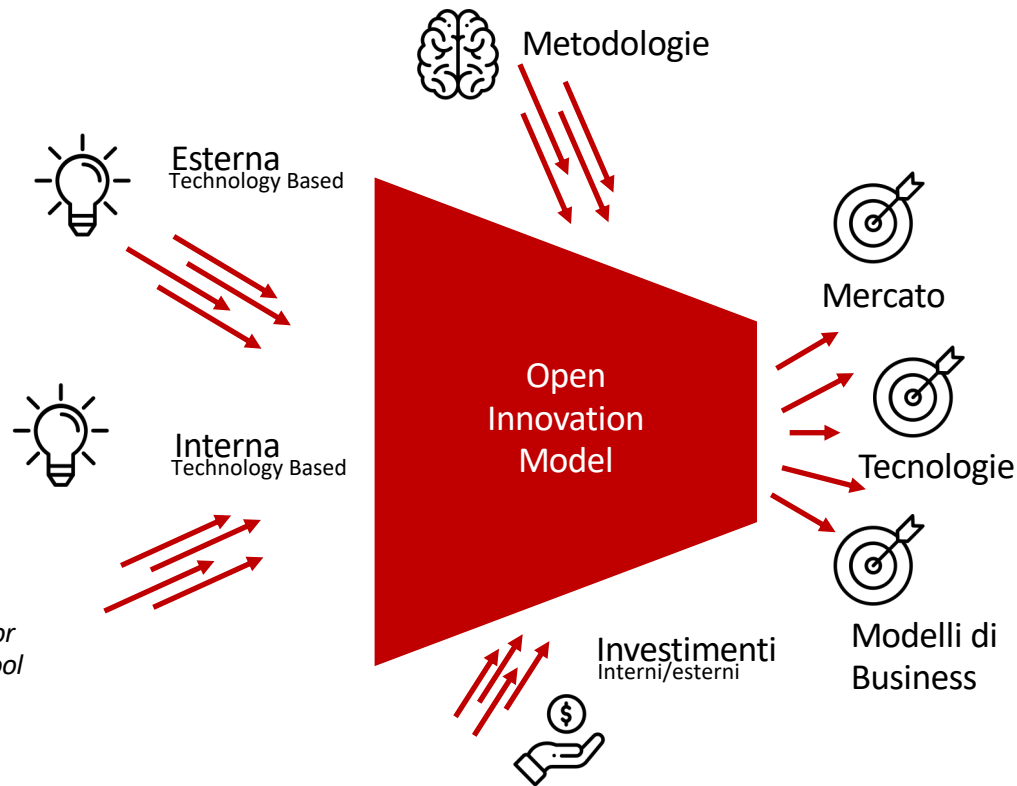


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MAGICS**

L'OPEN INNOVATION

« L'open innovation è un paradigma che afferma che le imprese possono e debbono fare ricorso ad idee esterne, così come a quelle interne, ed accedere con percorsi interni ed esterni ai mercati se vogliono progredire nelle loro competenze tecnologiche. »

Chesbrough H. (2003), Open Innovation: The New Imperative for Creating and Profiting from Technology, Harvard Business School Press, Boston.





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MAGICS**

IL NOSTRO APPROCCIO

Come innovare nelle aziende tramite le Startup e Scaleup Digitali?

**Formazione
e induction**
all'innovazione
per le aziende

**Call for
Innovation**
focalizzate sugli
obiettivi
di ricerca di
startup che
portino soluzioni
alle aziende
committenti

**Programmi di
accelerazione
e Incubatori**
verticali
in azienda

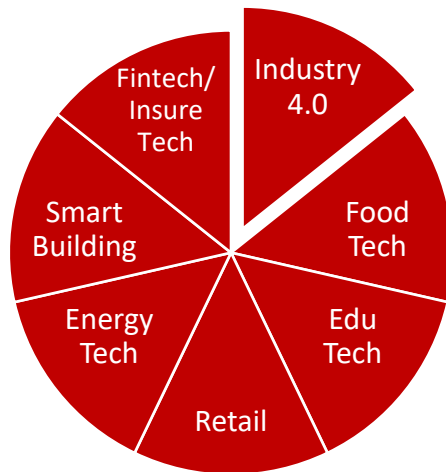
Supporto per la
**creazione di
accordi
commerciali o
CVC**



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MAGICS**

IL NOSTRO TRACK RECORD

- > 50 PROGETTI DI OPEN INNOVATION GESTITI
- > 2500 STARTUP PARTECIPANTI
- > 500 STARTUP SELEZIONATE
- > 50 COLLABORAZIONI ATTIVATE



I SETTORI
DI INNOVAZIONE
PRESIDIATI





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Magic Wand

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Magic Wand Acceleration Program – third edition

Magic Wand is the acceleration program created by Digital Magics looking for fast-growing national and international companies innovating. This is the third successful edition and it is dedicated to very hot topics of the moment for companies: Fintech, Insurtech, Blockchain and Cybersecurity



01 Fintech & Insurtech

02 Blockchain

03 Cybersecurity

Program's Objectives



Create a center of excellence in Italy capable to **accelerate** and **support** companies within the Fintech, Insurtech, Blockchain and Cybersecurity Industries, with the ambition to be among the best in the world.

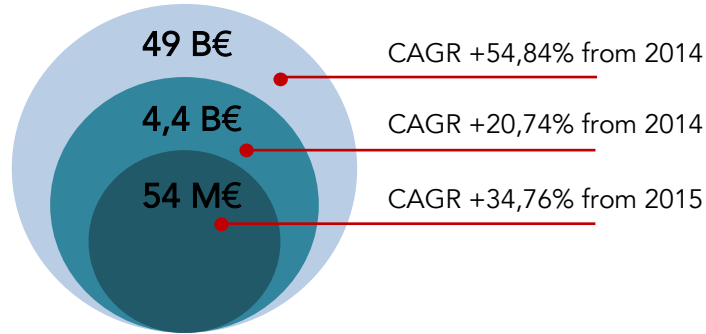


Targets will be **digital national and international companies** developing **scalable business models** aiming to grow in markets bigger than **1B€** and the ambition to reach a **> 100M€ exit**.

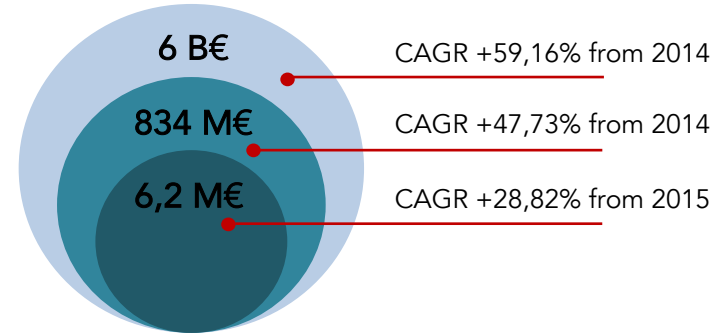
Market Size & Opportunity 2018: startup investments

- Global
- Europe
- Italy

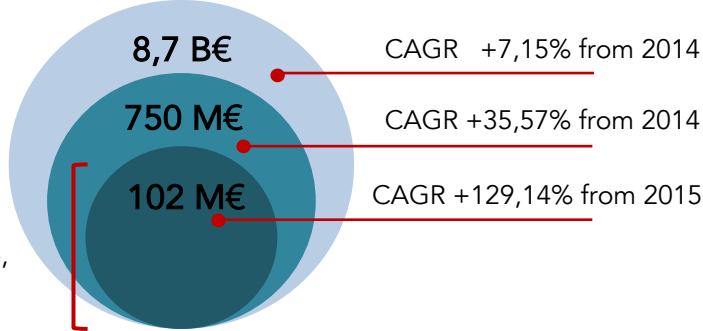
FINTECH



BLOCKCHAIN

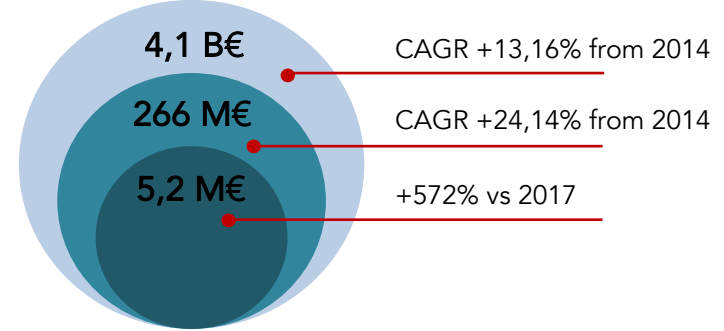


INSURTECH



In 2018, Prima.it, an insurance intermediary selling car insurance online, made a founding round of 100 M €.

CYBERSECURITY



What are we searching for?

Focus Area

We work with start-ups in the MVP/prototype stage, first customer stage and scale-ups that operate in one of the key industries and segments listed below.



**BANKING &
PAYMENTS**



INVESTMENT



FINANCING



INSURTECH



**BLOCKCHAIN &
DAPPS**

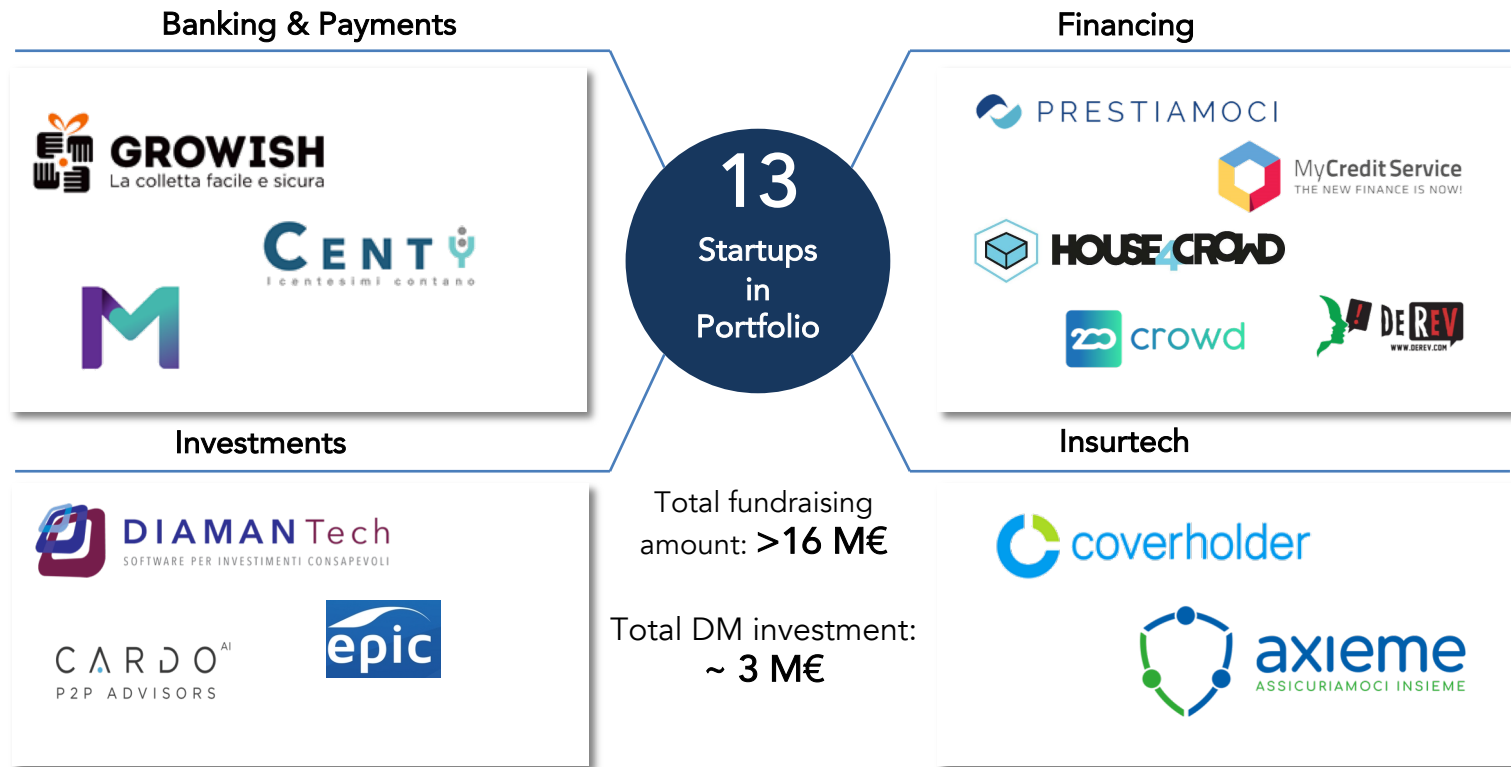


CYBERSECURITY

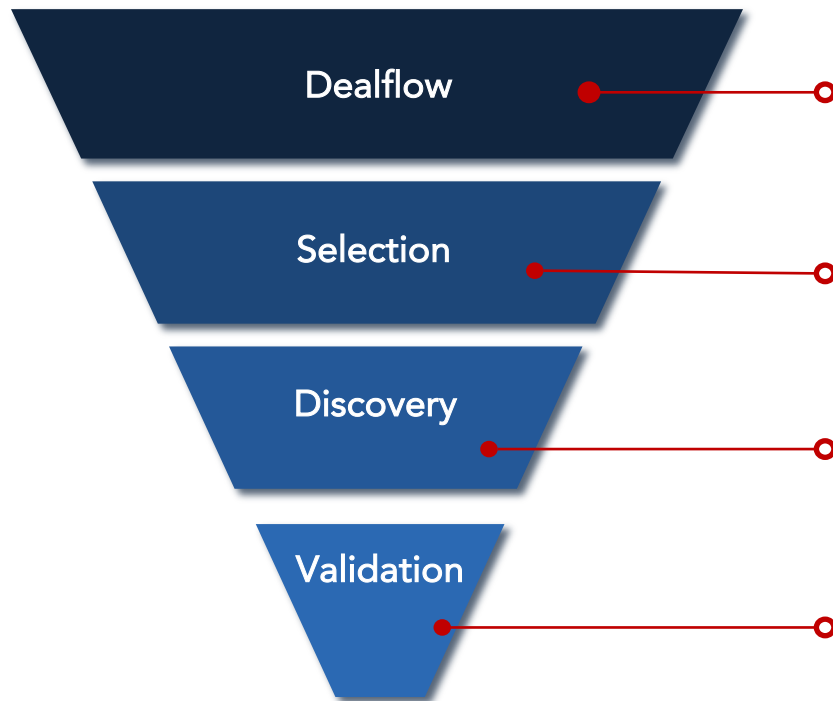


**INFRASTRUCTURE
ENABLING
TECHNOLOGIES
CROSS SERVICE**

Digital Magics Fintech - Insurtech Portfolio



Magic Wand Fintech - Insurtech 2017



DEALFLOW

Dealflow of ~100 projects and deep-in of 50 pitch decks. Scouting of the best startups in the market.



SELECTION

From a pool of 50 projects analyzed the best 20 were chosen to show towards an investment committee composed by Digital Magics team and partner companies; just 10 of them entered the first phase of acceleration program

DISCOVERY

Testing period where Digital Magics helped startups to re-design value propositions and business models, identifying weaknesses that they needed to solve to compete on the market. At the end of discovery period only 6 startups passed to the next phase

VALIDATION

An intensive period where startups prepare themselves to fundraising, improving business metrics and structuring teams

Timeline of the new Acceleration Program

Timeline

04 Nov 2019
1. OPEN CALL

18 Dec 2019
2. CLOSING CALL

24 Jan 2020
**3. PITCH DAY & STARTUPS
SELECTION (10 STARTUPS)**

28 Jan 2020
**4. PROGRAM START
DISCOVERY PHASE**

30 Mar 2020
**5. SELECTION GATE
(6 STARTUPS)**

01 Apr 2020
**6. START
VALIDATION PHASE**

30 Jun 2020
7. INVESTOR DAY


Build the Future




Digital Magics' team supported by Mentors, Advisors and Partner Companies will follow the selected startups along the entire 5 months Acceleration Program



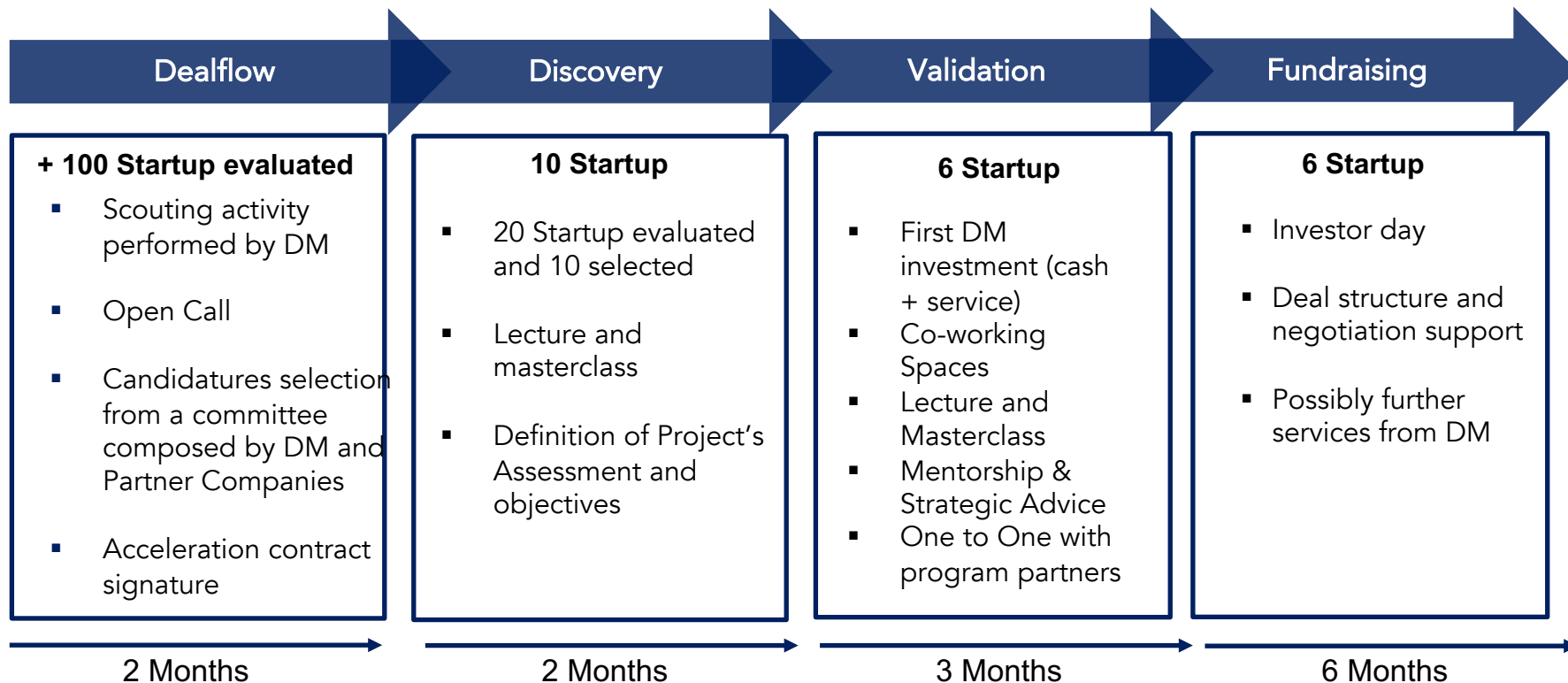
The goal is to lead the selected startups at the end of the Program to:

 Validate their Business Model

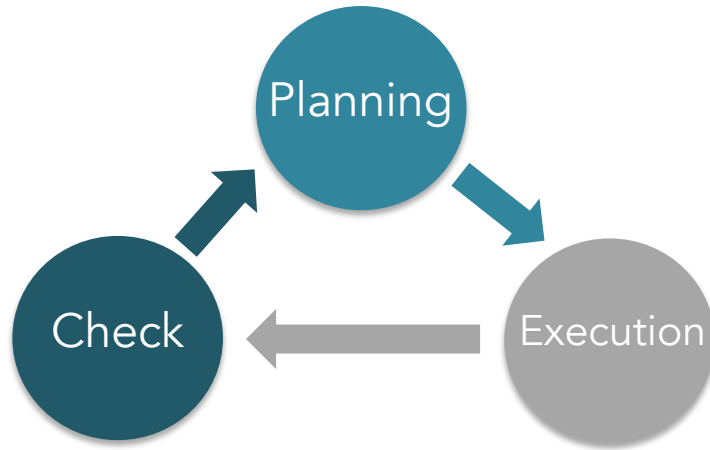
 Go to Market

 Meet metrics and shared KPIs

Model



2 Weeks Working Cycle



Planning

Every 2 weeks each startup, supported by the DM Team and Advisors, sets the economic and measurable goals to be achieved to proceed to the next session.



Execution

The startup team works in order to achieve measurable results and reach the fixed goals and present it to the Committee.



Check

At the end of the 2 weeks, during the Demo Day, the Startup team will present to the Committee the achieved results and eventually the missed goals (together with the eventual reasons).

At the end of the first two months of Acceleration Program, the startups that will not reach the fixed goals will be excluded from the program.

What's the deal for startups?

5 Months Program

An intense 5 months program supporting startups to realize their project



Education

2 days per week dedicated to masterclasses with CEO and most expert sector advisors



Deal Structuring & legal advice

Investor relation support helping startups in deal structuring and negotiation phase



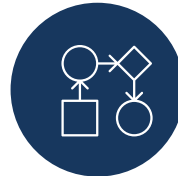
Tailored Mentorship

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



Coworking Space

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



Financial advice

Advisory about facilitated finance, Smart Start and similar financing with warranty given by MedioCredito Centrale



Investments

A first investment in each startup in cash and services by DM and follow on of Digital Magics at seed round (UP TO 150.000 EURO)



Investor Day

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

Success Cases



Industry: Fintech
Focus: Instant lending

Beginning of the program

Startup needs:

- Build the team
- Find an industrial partner
- Fundraising

Today

- Team structured
- Partnership with Reale Mutua
- Fundraising closed (300K)



Industry: Insurtech
Focus: Insurance distribution

Beginning of the program

Startup needs:

- Team, find key people
- Fundraising

Today

- Hired a COO
- Fundraising closed (350K)



Industry: Fintech
Focus: Invoice trading

Beginning of the program

Startup needs:

- Redesign business model
- Fundraising

Today

- Defined new business model and developing
- Fundraising closed (225K)



Industry: Fintech
Focus: Instant lending

Beginning of the program

Startup needs:

- Strategic position of business idea
- Company structure to be defined
- Fundraising

Today

- Business idea defined
- Company built
- Fundraising closed (150K)



Industry: Insurtech
Focus: social insurance

Beginning of the program

Startup needs:

- Define value proposition
- Find B2B clients
- Fundraising

Today

- Redesign of business/revenue model
- Commercial agreement with Sisal
- On-going Fundraising (~420K)



Industry: Fintech
Focus: Asset Management

Beginning of the program

Startup needs:

- Redesign product
- Define value proposition
- Fundraising

Today

- Designed a unique service suite
- Redesigned revenue model
- Fundraising closed (~450K)

What our Startups and Partners say about us



It's a pleasure, for those like me who participate in similar programs offered by international competitors, to say that Magic Wand has been a success. An all-Italian initiative that, thanks to the professionalism and commitment of the Digital Magics team, has produced valuable results that are absolutely in line with international standards.

Lidia Varesio
Innovation Analyst - Intesa San Paolo
Innovation Department



Those who establish a start-up are lucky in that they have one of the best jobs in the world, albeit extremely difficult. MoneyMour has found a powerful ally in Magic Wand. The Digital Magics Team answers every question: "Do you want to propose a partnership to a particular financial institution?" "We'll organise a meeting with the CEO and the Head of Risk" "Do you want to discuss the privacy policy with a lawyer?" "We'll get the lawyers engaged"

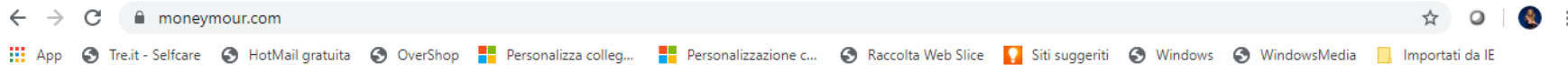
Giacomo De Lorenzo
MoneyMour Founder



Magic Wand is a highly valuable program that connects start-ups, Digital Magics and partner companies in a unique path of acceleration. It has allowed us to further explore the Fintech and Insurtech ecosystem, identifying and starting direct dialogue with some of the most promising start-ups.

Carlo Garruccio
Head of SisalPay strategy

Moneymour



MONEYMOUR

AZIENDE

TEAM

LAVORA CON NOI

Compra adesso. Paga dopo.

Moneymour ti permette di dividere i tuoi acquisti in rate mensili e pagare poco alla volta. La valutazione è istantanea.



Partners of 2019-2020 third Edition



Fintech District



Technical partner



Media partner





From Talent to IPO

Grazie per averci seguito!
Per maggiori informazioni vi invitiamo a visitare il nostro
sito www.digitalmagics.com