

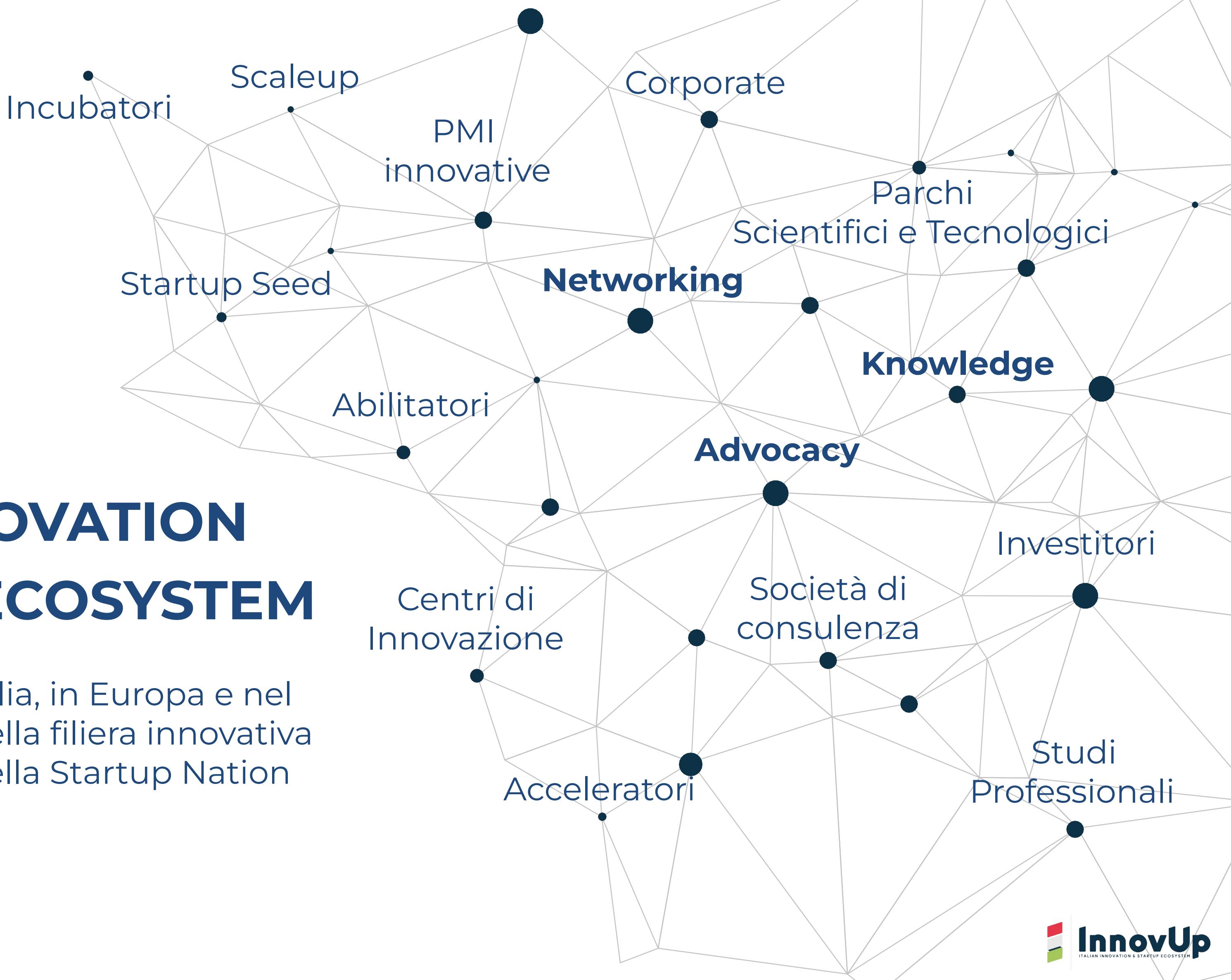


InnovUp

ITALIAN INNOVATION & STARTUP ECOSYSTEM

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Più forti insieme, in Italia, in Europa e nel mondo: nuove sfide della filiera innovativa verso la costruzione della Startup Nation italiana.



OPEN ITALY 2024

«Le startup non sono dei ragazzi in un garage. Le startup sono impresa, sono valore per il Paese, sono innovazione. Le startup sono i posti di lavoro del futuro.»

Cristina Angelillo

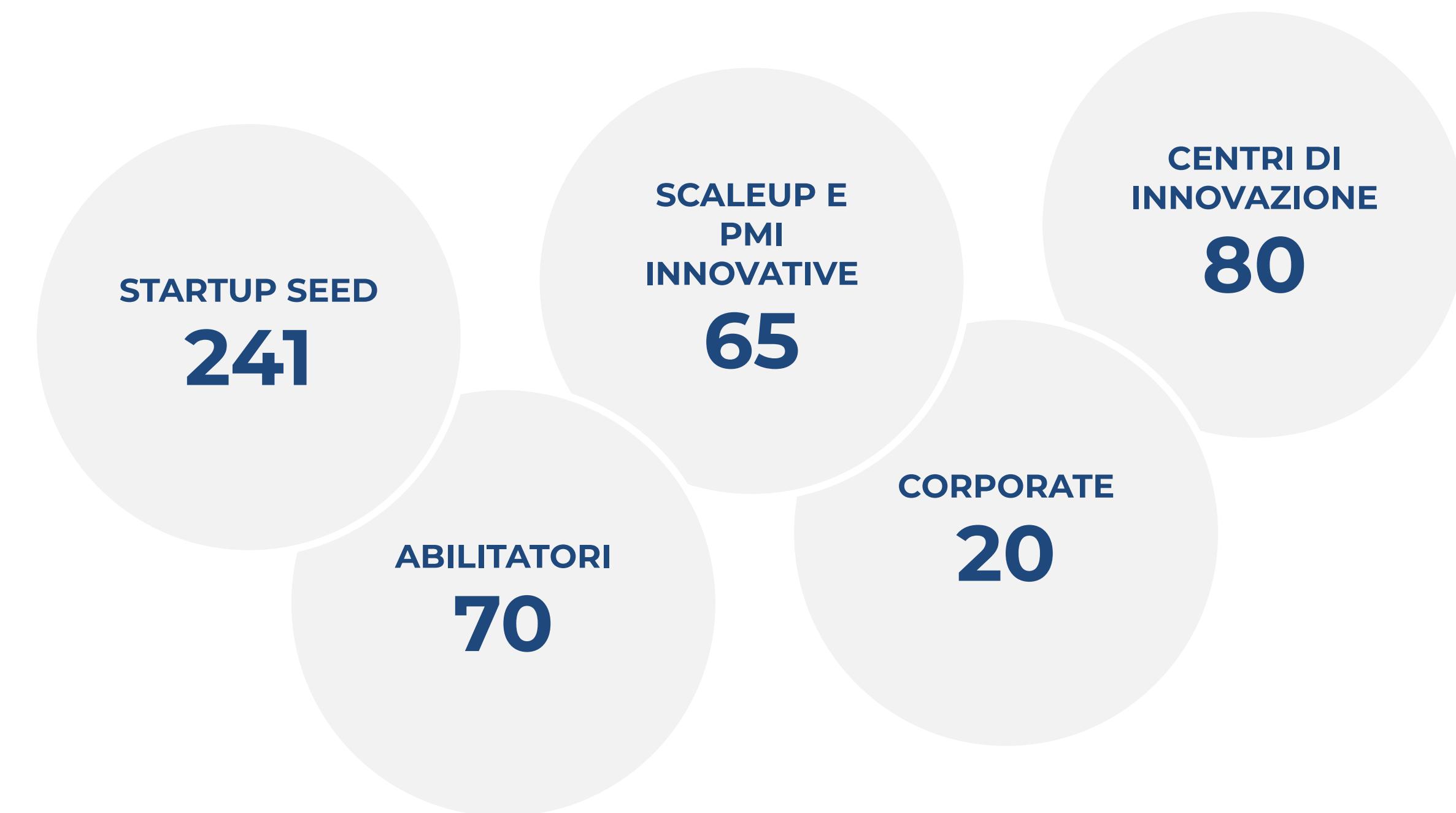
Presidente di InnovUp, CEO e Co-Founder di Marshmallow Games



InnovUp: chi siamo

InnovUp è l'associazione no profit e super partes che rappresenta e unisce la filiera dell'innovazione italiana.

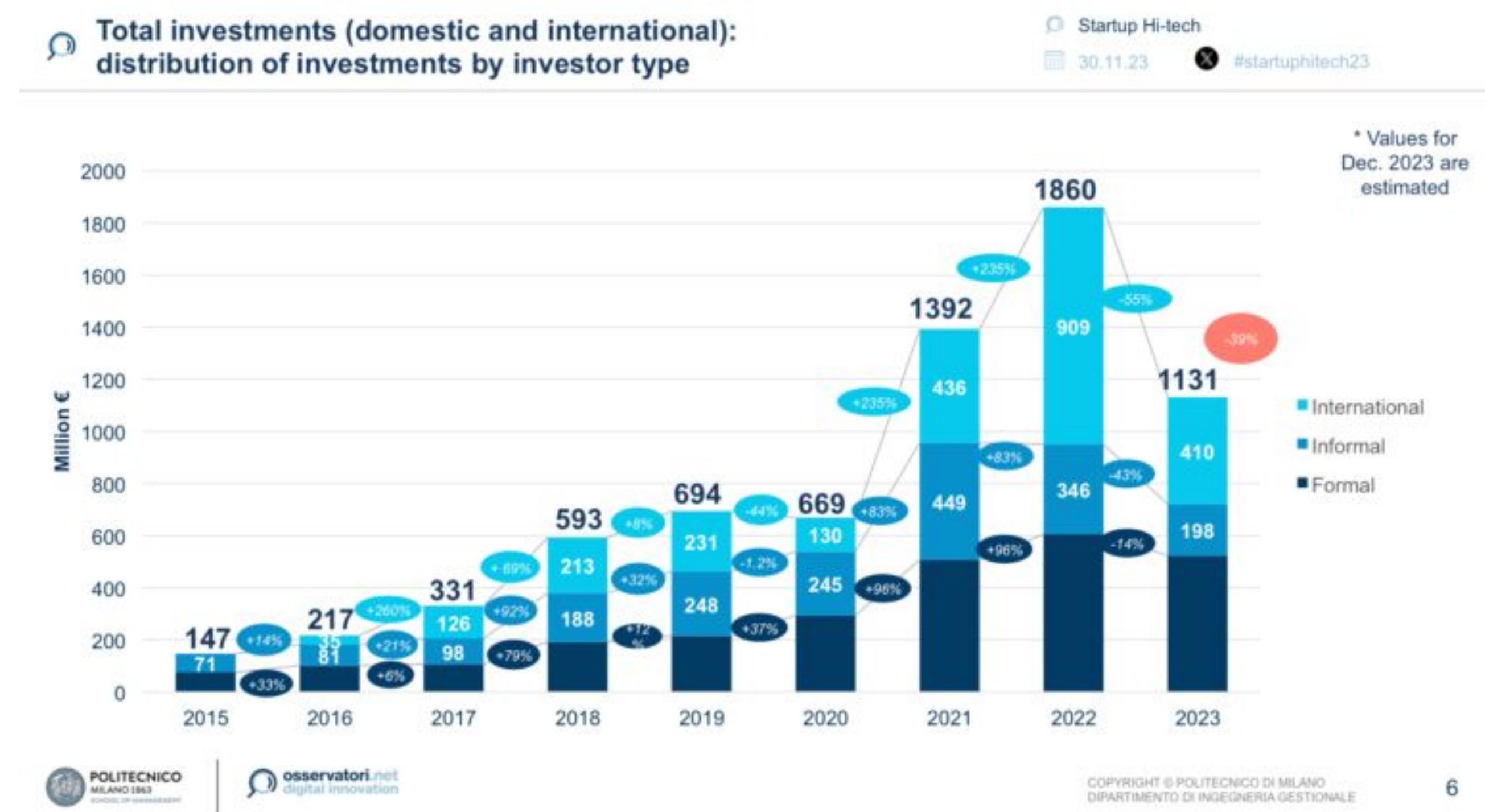
InnovUp raccoglie più di 470 soci organizzati in 5 categorie associative:



Perché l'innovazione è importante

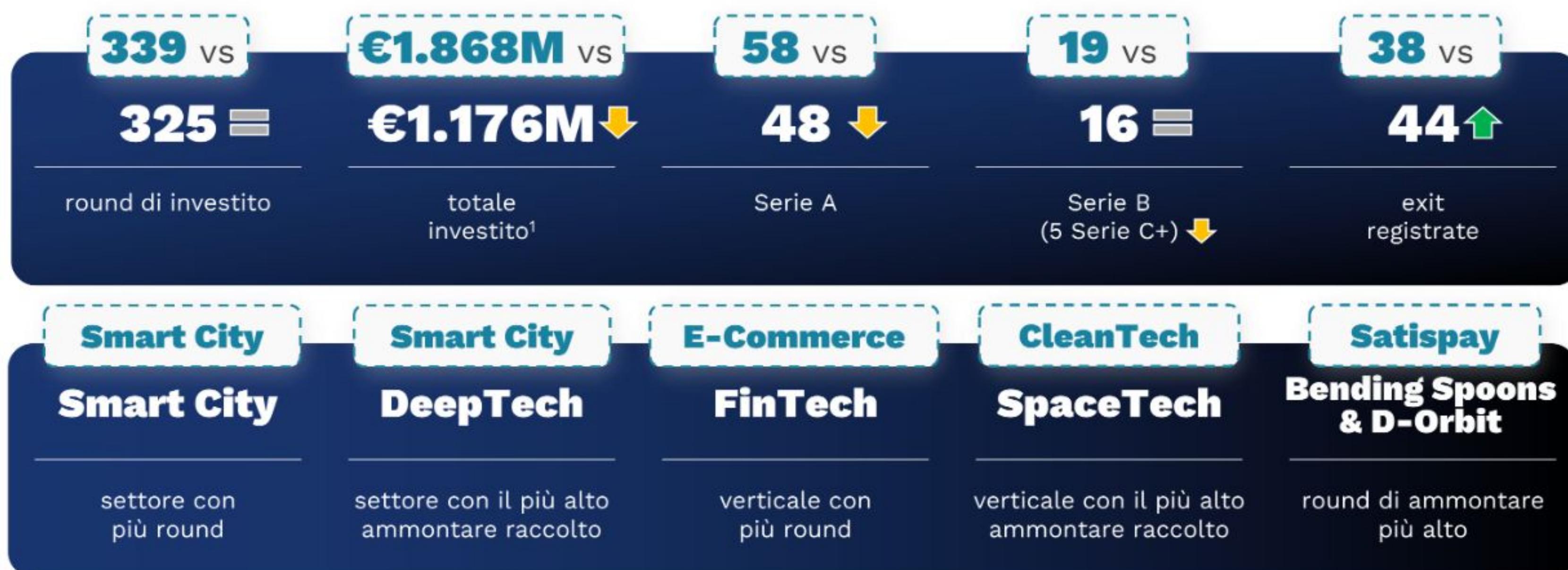


Abbiamo superato per il terzo anno consecutivo la soglia del miliardo di investimenti



Tuttavia nel 2023 si è registrata una frenata

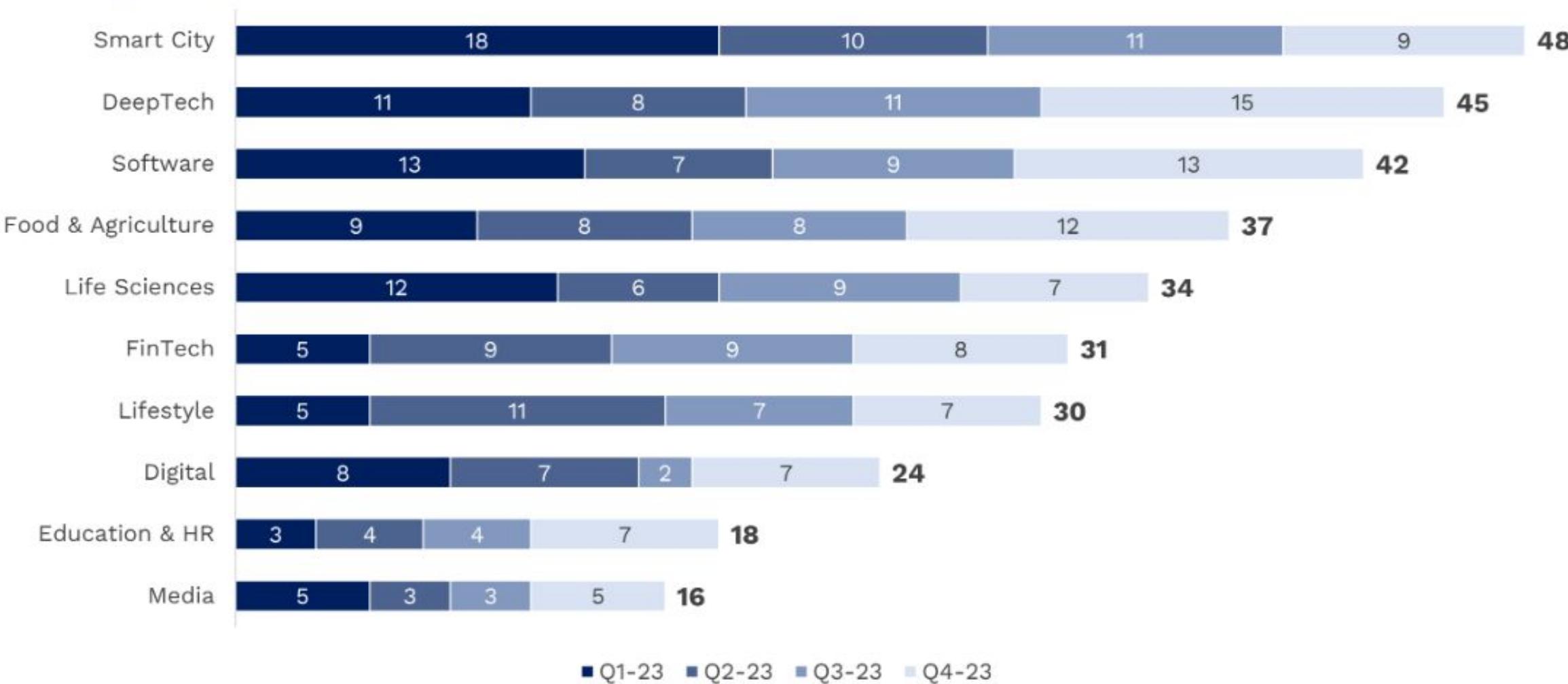
1.4. Key numbers FY-23 vs FY-22



Con una crescita del DeepTech

4.1. Analisi per settori 2023: numero di round

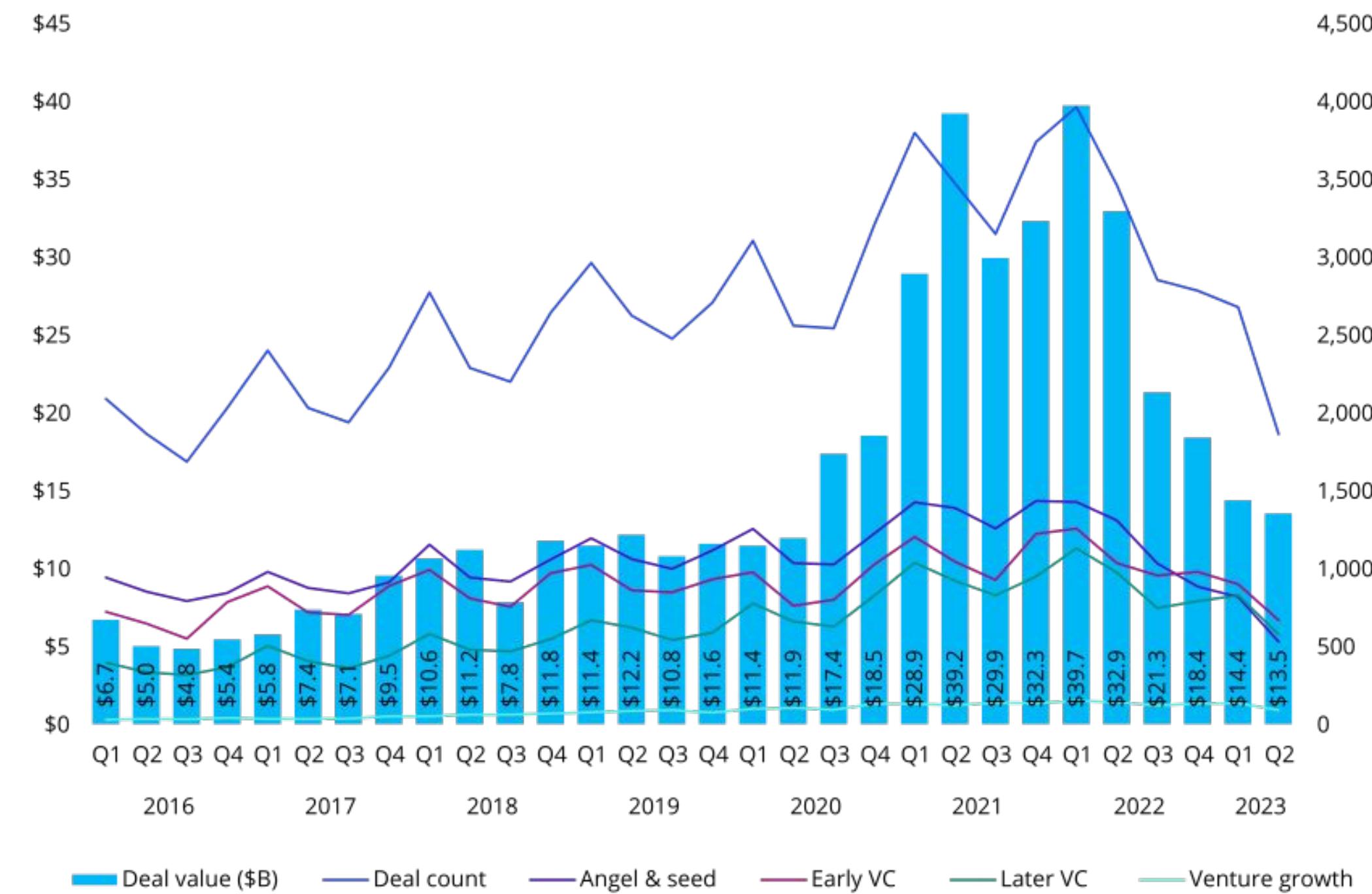
Nel Q4-23 DeepTech e Software raccolgono più round (15 e 13). A livello annuale prevale Smart City (48)



Una dinamica non solo italiana...

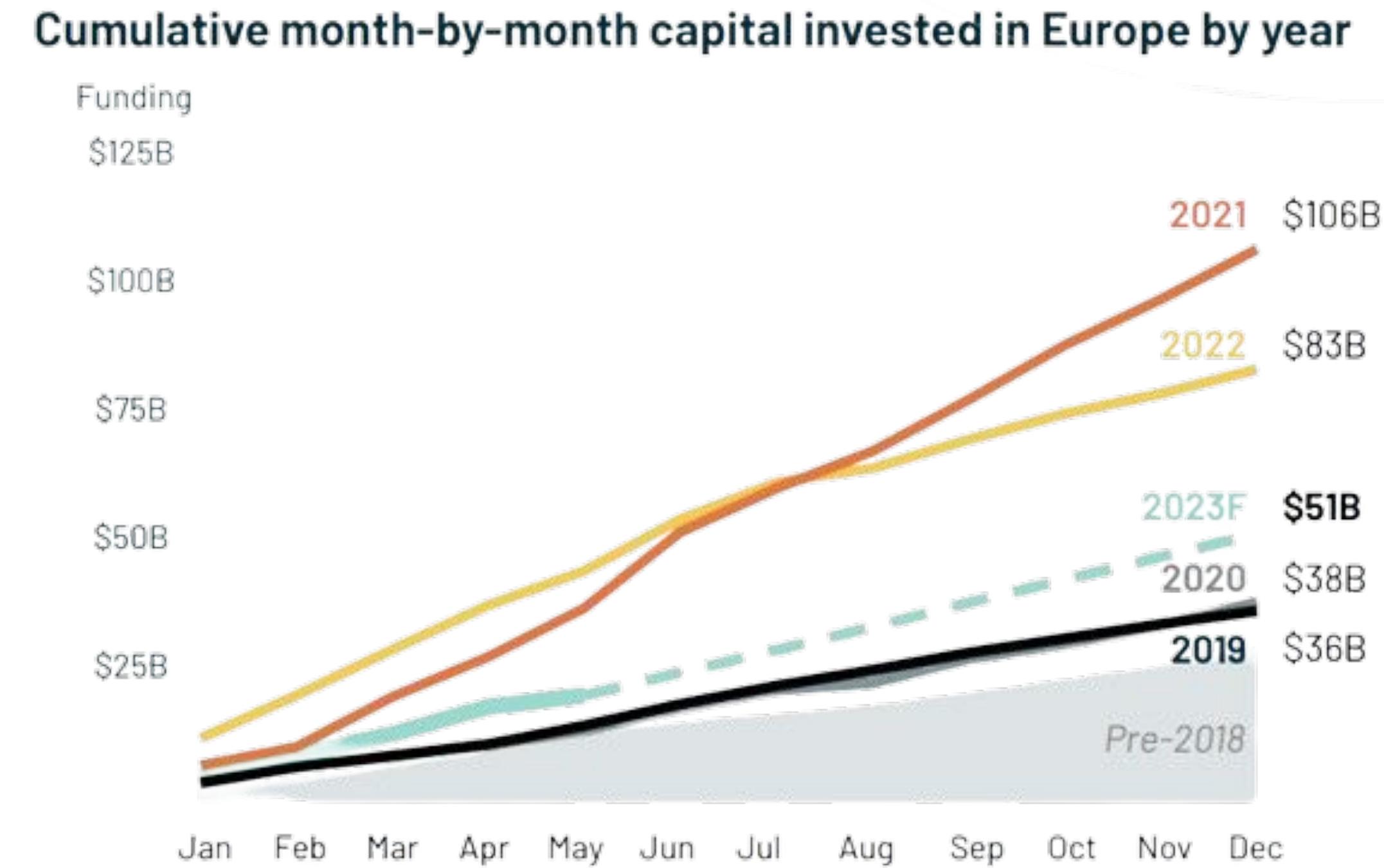
Venture financing in Europe

2016-Q2'23



Source: Venture Pulse, Q2'23, Global Analysis of Venture Funding, KPMG Private Enterprise. *As of June 30, 2023. Data provided by PitchBook, July 26, 2023

...mancano i grossi investimenti, quelli che hanno caratterizzato il boom negli anni passati in tutta Europa



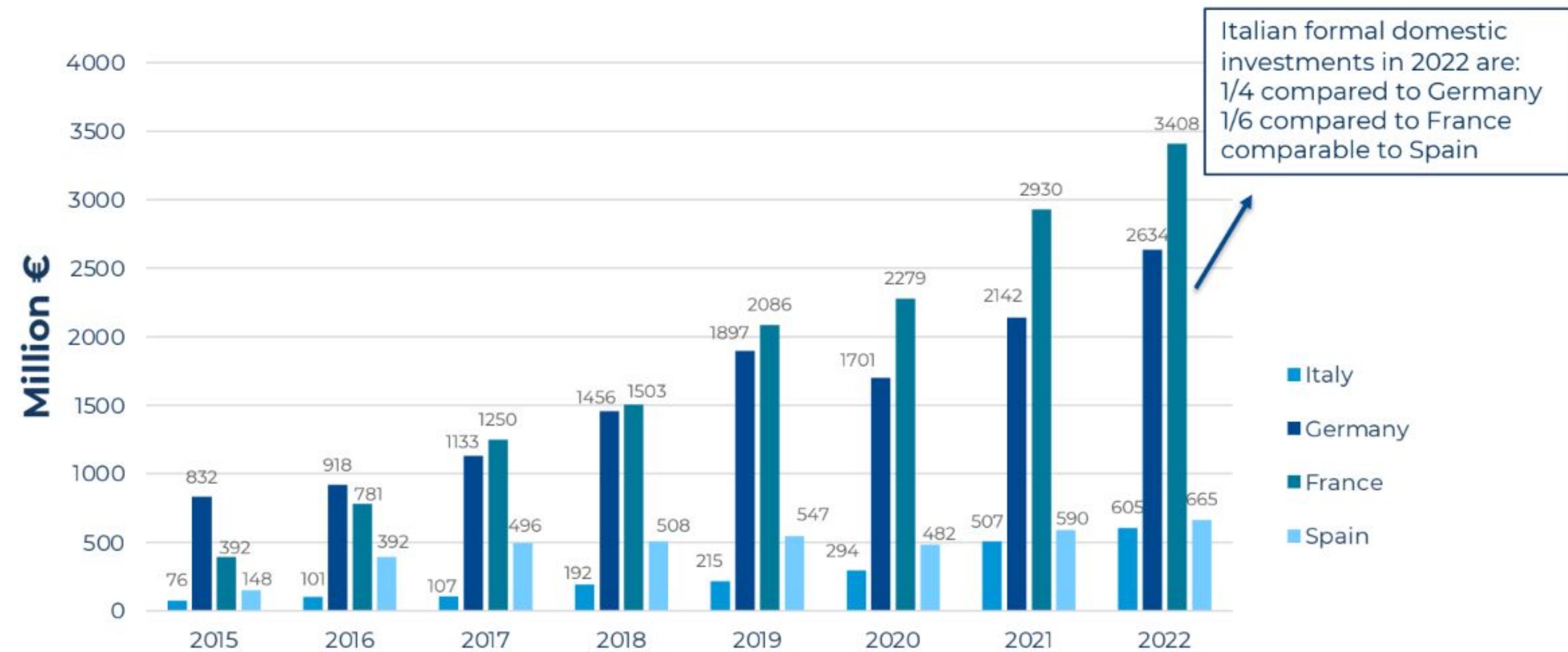
C'è spazio per crescere

Formal domestic investments

Startup Hi-tech

30.11.23

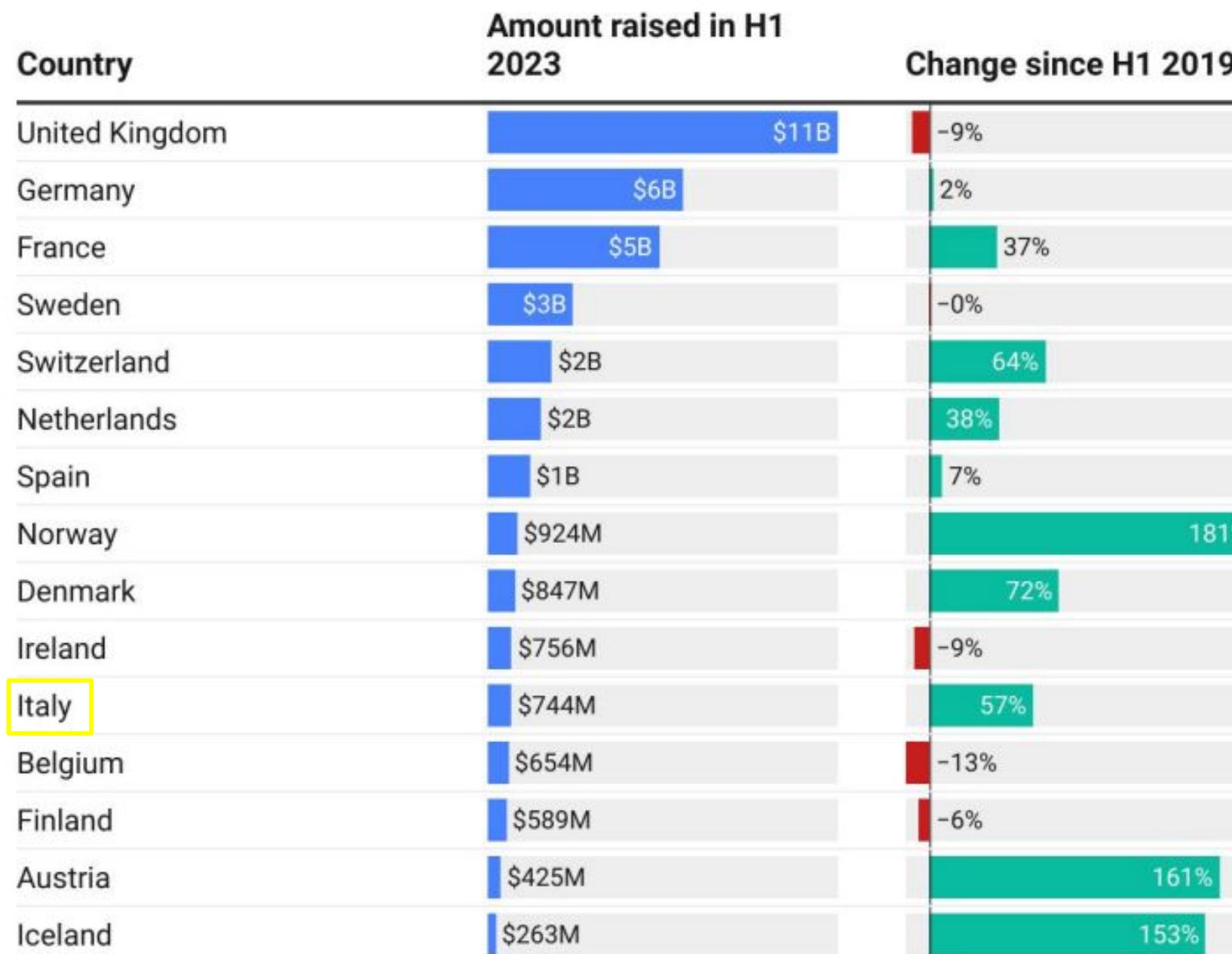
#startuphi-tech23



Sources: EVCA 2012-22, Hi-tech Startups Observatory 2012-2022

C'è spazio per crescere

Top 15 European countries by VC investment in H1 2023



dealroom.co

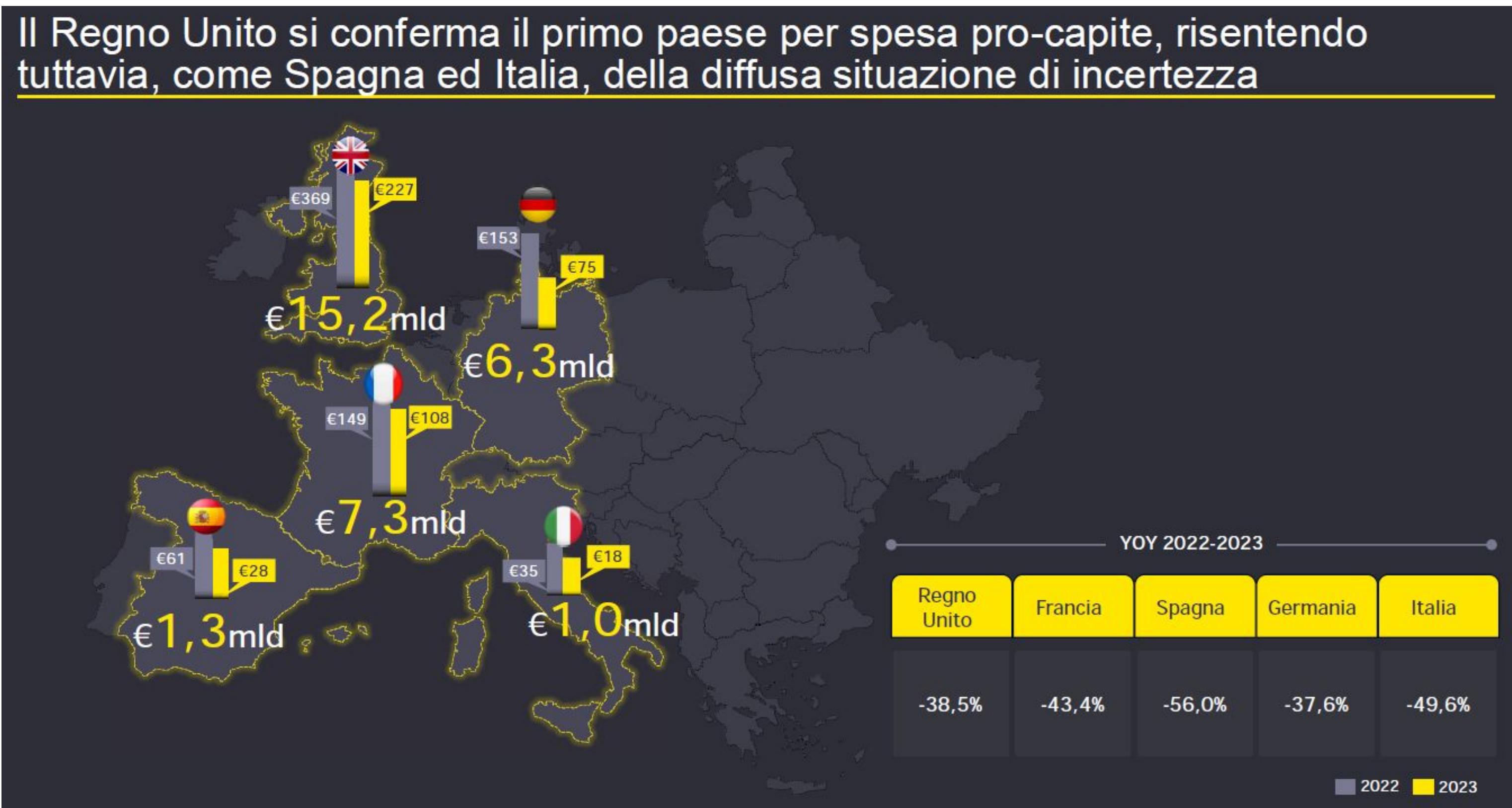
Europe's most active VC investors in Q2 2023

By European deal count for investors who made 8+ investments

Investor	HQ	Deal count	Verified with Sifted
Bpifrance	France	57	uD
SFC Capital	UK	55	\s/
Antler	Singapore	53	\s/
Kima Ventures	France	40	\s/
EIC Fund	EU	30	\s/
ENISA	Spain	23	uD
Blackfinch Ventures	UK	18	\s/
High-Tech Gründerfonds	Germany	18	\s/
FJ Labs	USA	17	\s/
Fuel Ventures	UK	13	\s/
HV Capital	Germany	13	\s/
CDP Venture Capital	Italy	11	uD
Mercia Asset Management	UK	11	uD
BGF	UK	10	\s/
Vitosha Venture Partners	Bulgaria	9	\s/
Notion Capital	UK	8	\s/
Octopus Ventures	UK	8	\s/

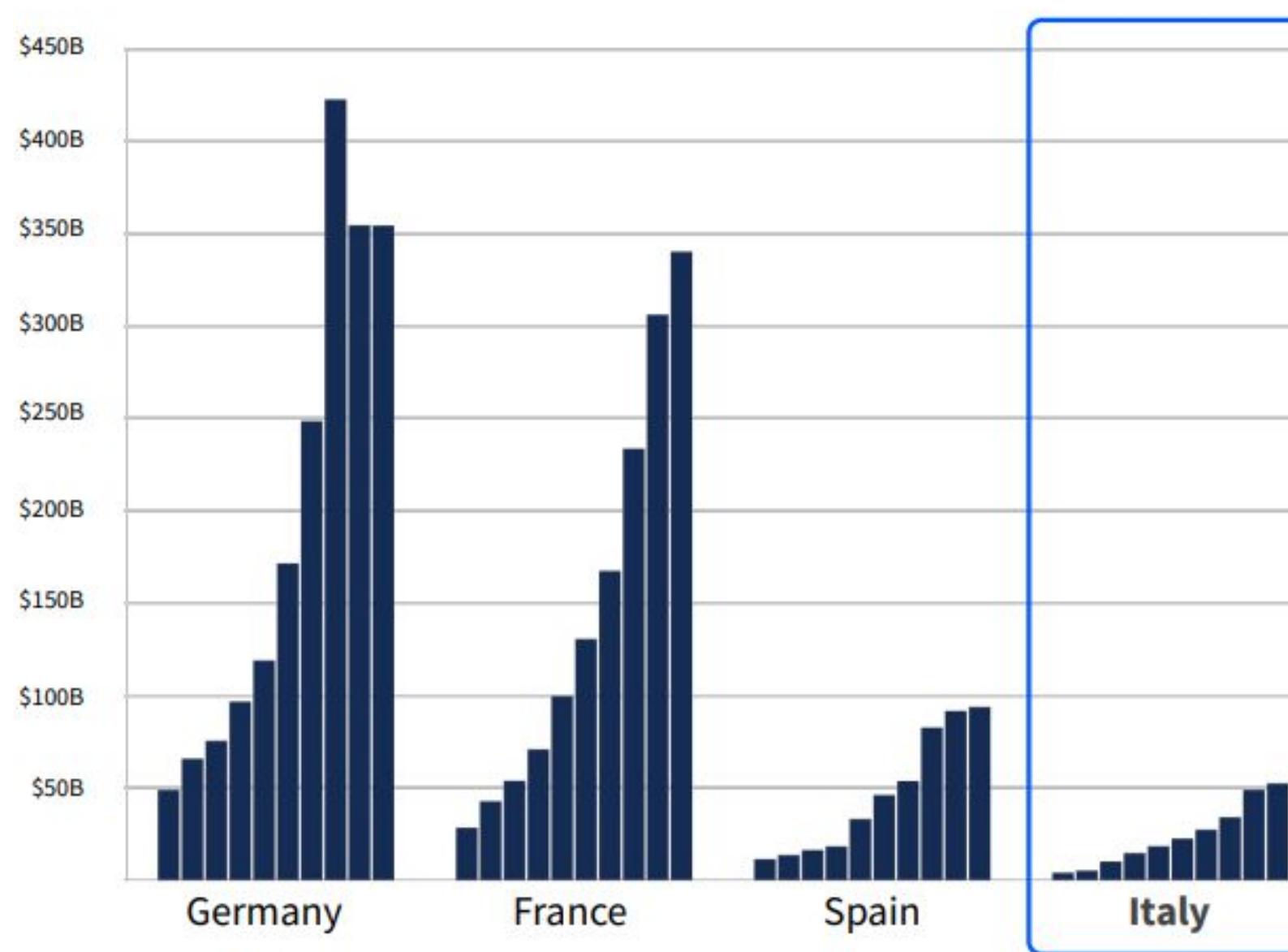
\sifted/ backed by FT
FINANCIAL TIMES

C'è spazio per crescere

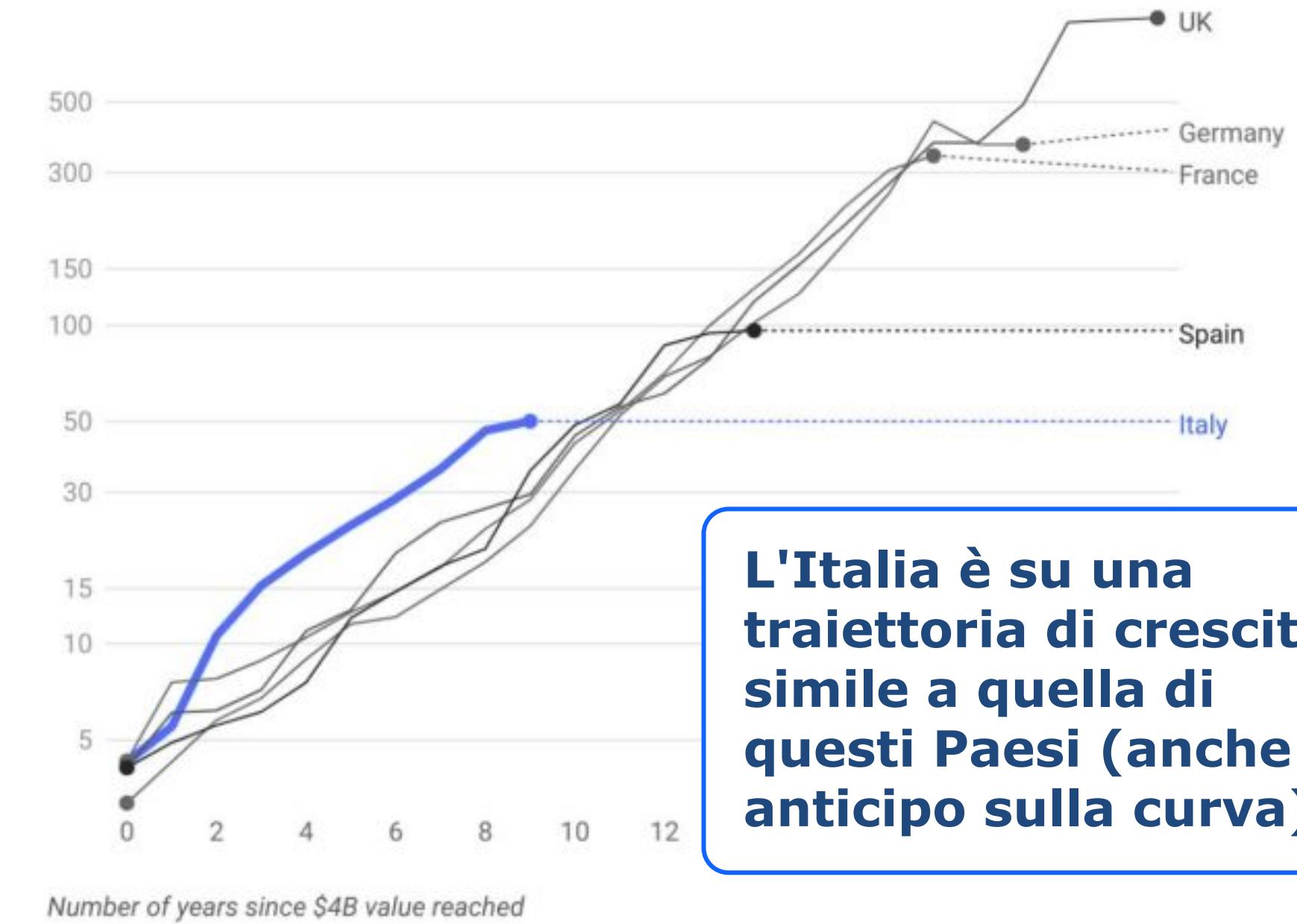


Considerato che l'ecosistema italiano è più “giovane” di quello dei principali competitors

Combined value of startup ecosystems [» view more](#)

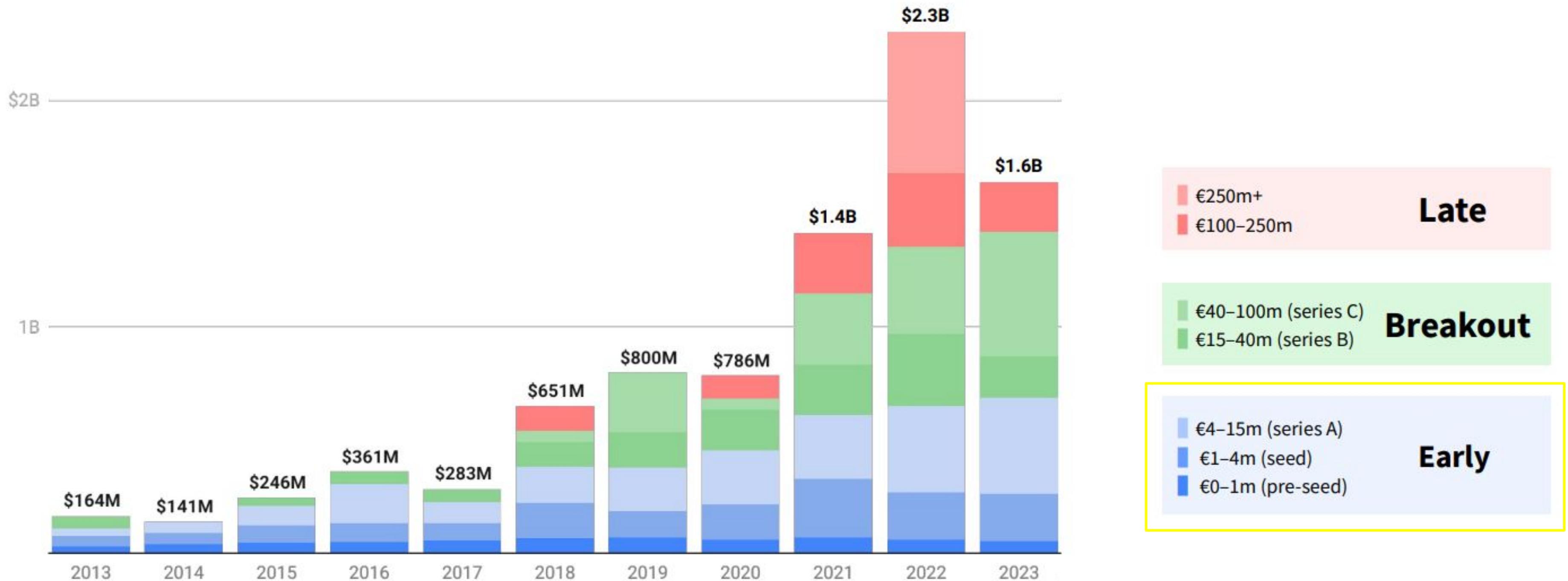


Ecosystem value: combined enterprise value of startups (\$ billions, log scale)

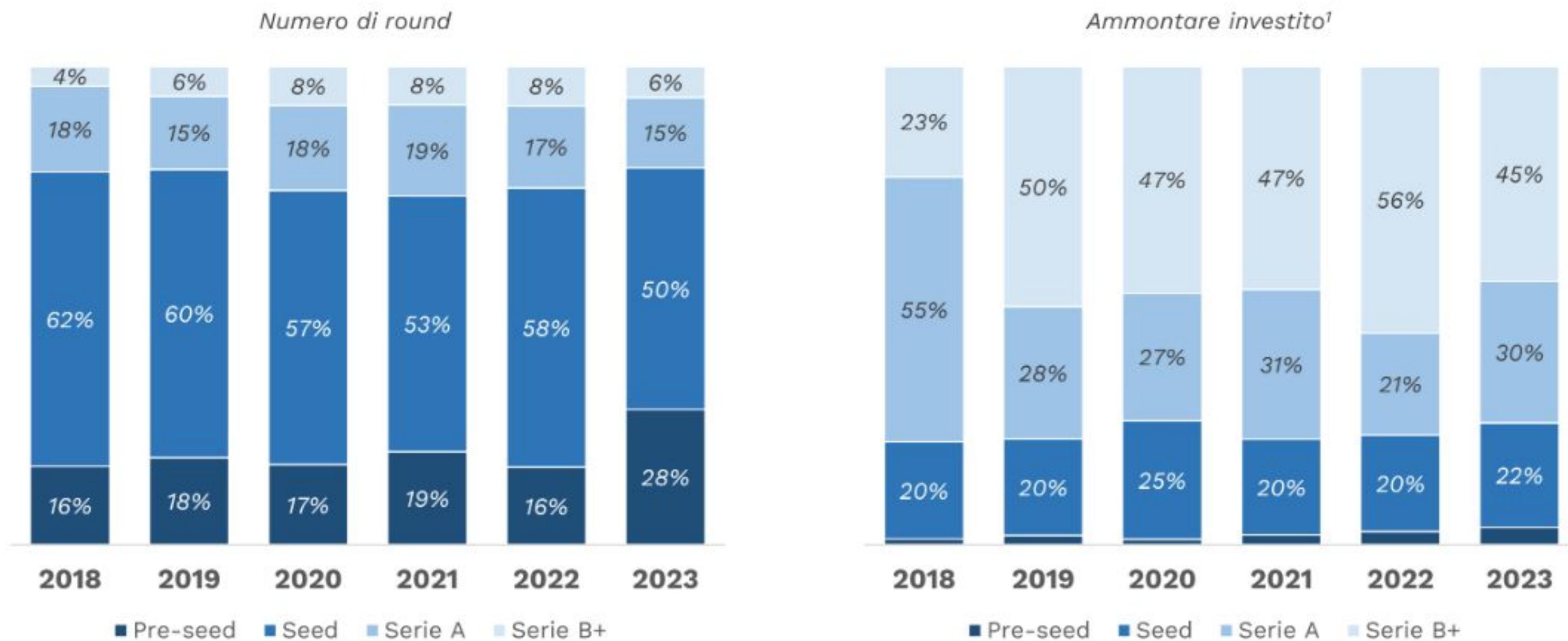


L'Italia è su una
traiettoria di crescita
simile a quella di
questi Paesi (anche in
anticipo sulla curva)

...e c'è speranza!

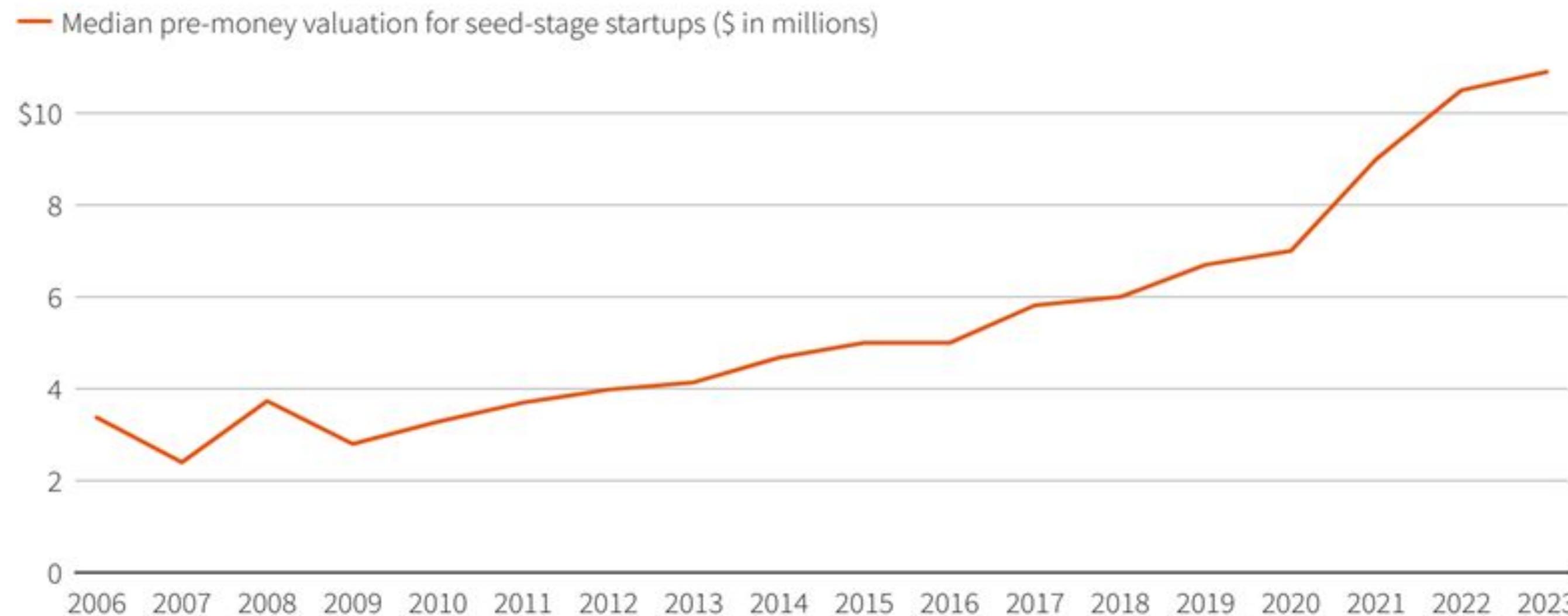


Infatti i dati sui round pre-seed e seed restano positivi



Le startup sono pronte a scalare!

Seed valuations continue their ascent

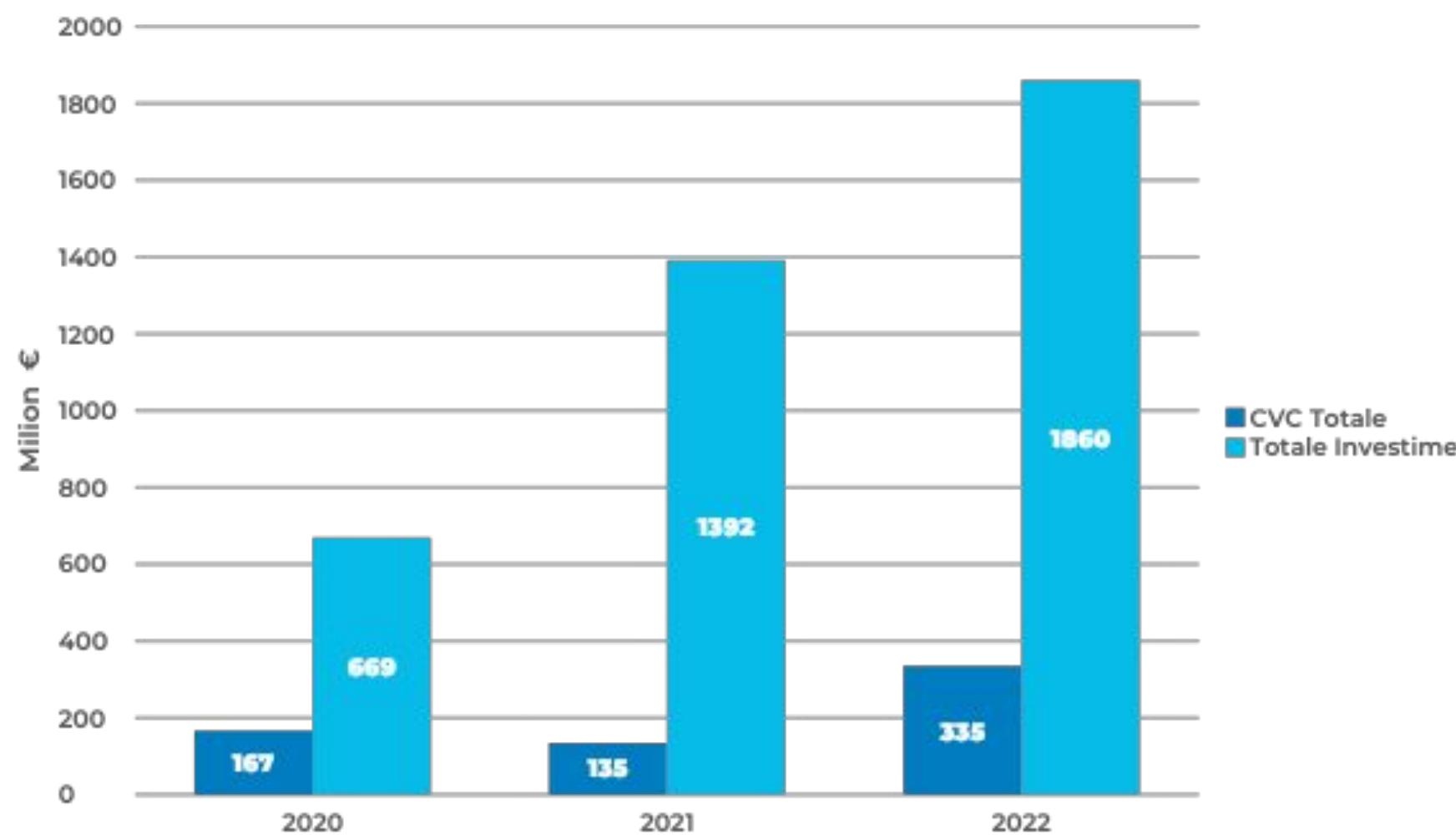


Note: 2023 figure is as of June 30, 2023

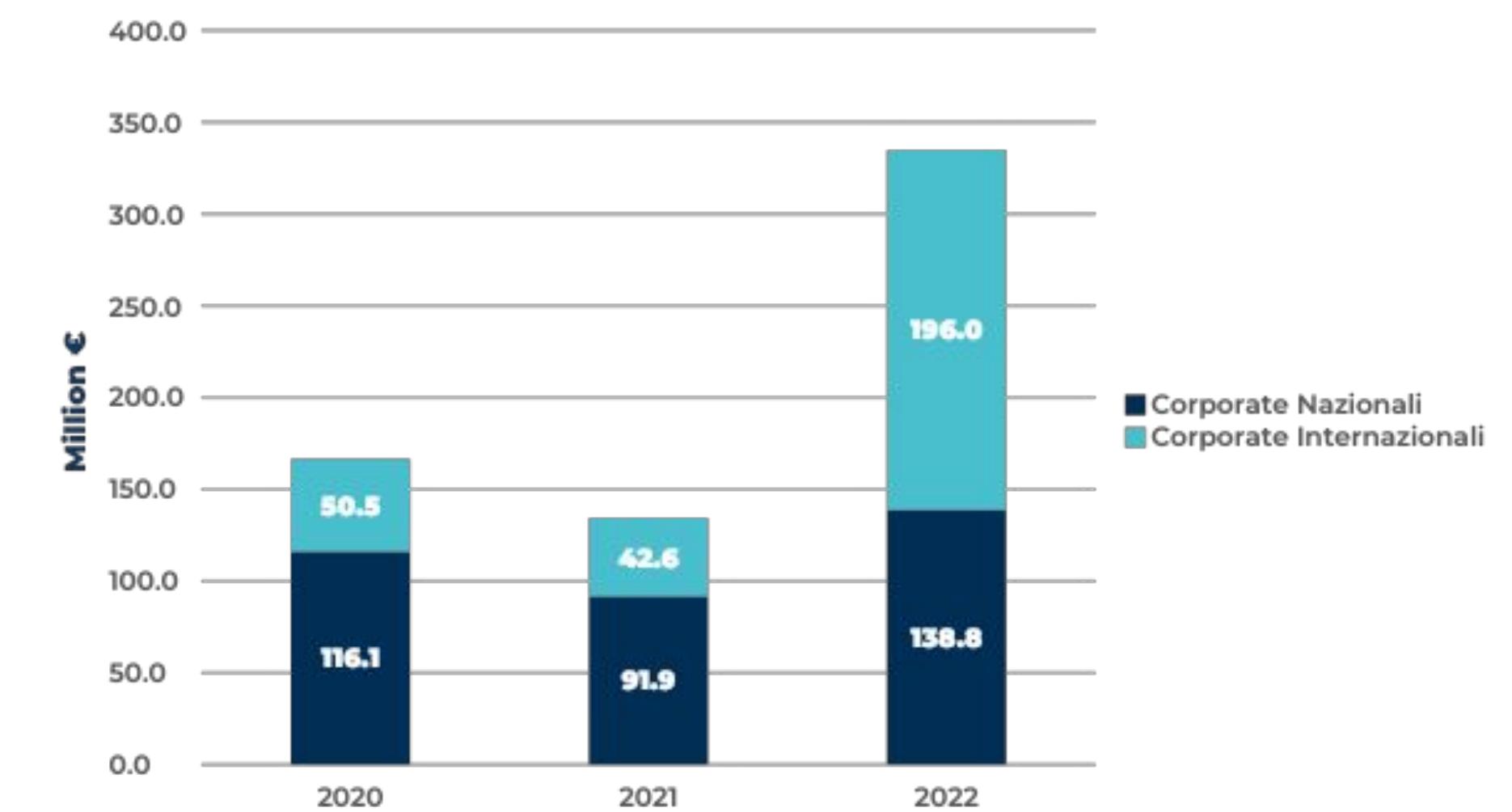
Source: Pitchbook-NVCA Q2 2023 Venture Monitor | A. Ramaswamy | Breakingviews | July 12, 2023

Manca, invece, ancora il contributo delle Corporate

Un confronto con l'ecosistema



La dimensione degli investimenti corporate in Italia



Manca, invece, ancora il contributo delle Corporate

11 exits
(13 in 2022)

**Corporate investments on
Acquisitions:**

this amount refers to Corporate investments on Italian startups with the purpose of acquiring a majority stake (i.e., Trade Sale)

18.5%
(28 % in 2022)

Corporate investments on Growth:
this amount refers to the participation of Corporates over the overall investment rounds recorded, with the aim to get minority stakes of Italian Startups to support their growth during the lifecycle stages

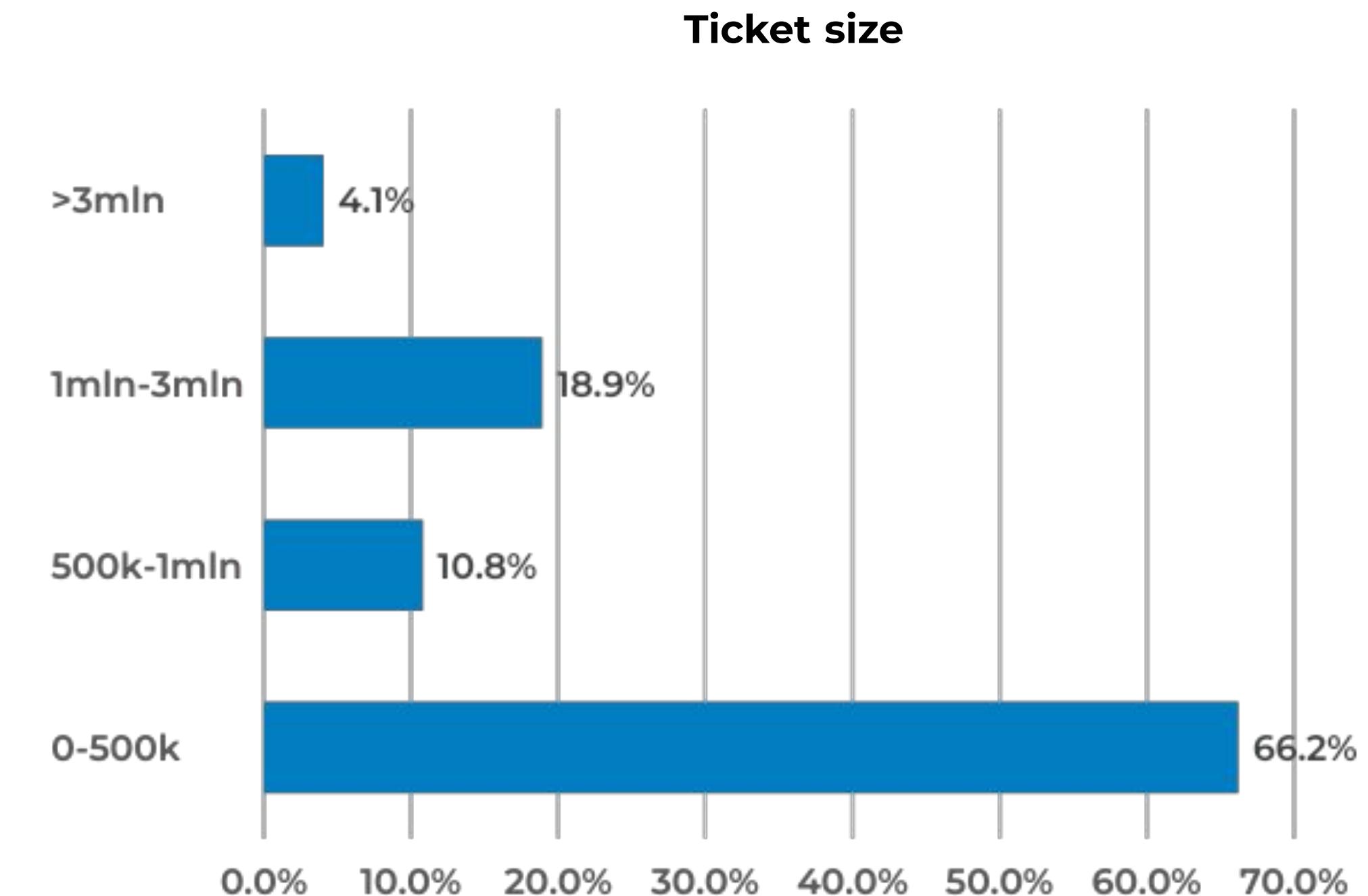
*Values consider the period January-October 2023

*Exits with both disclosed and undisclosed value

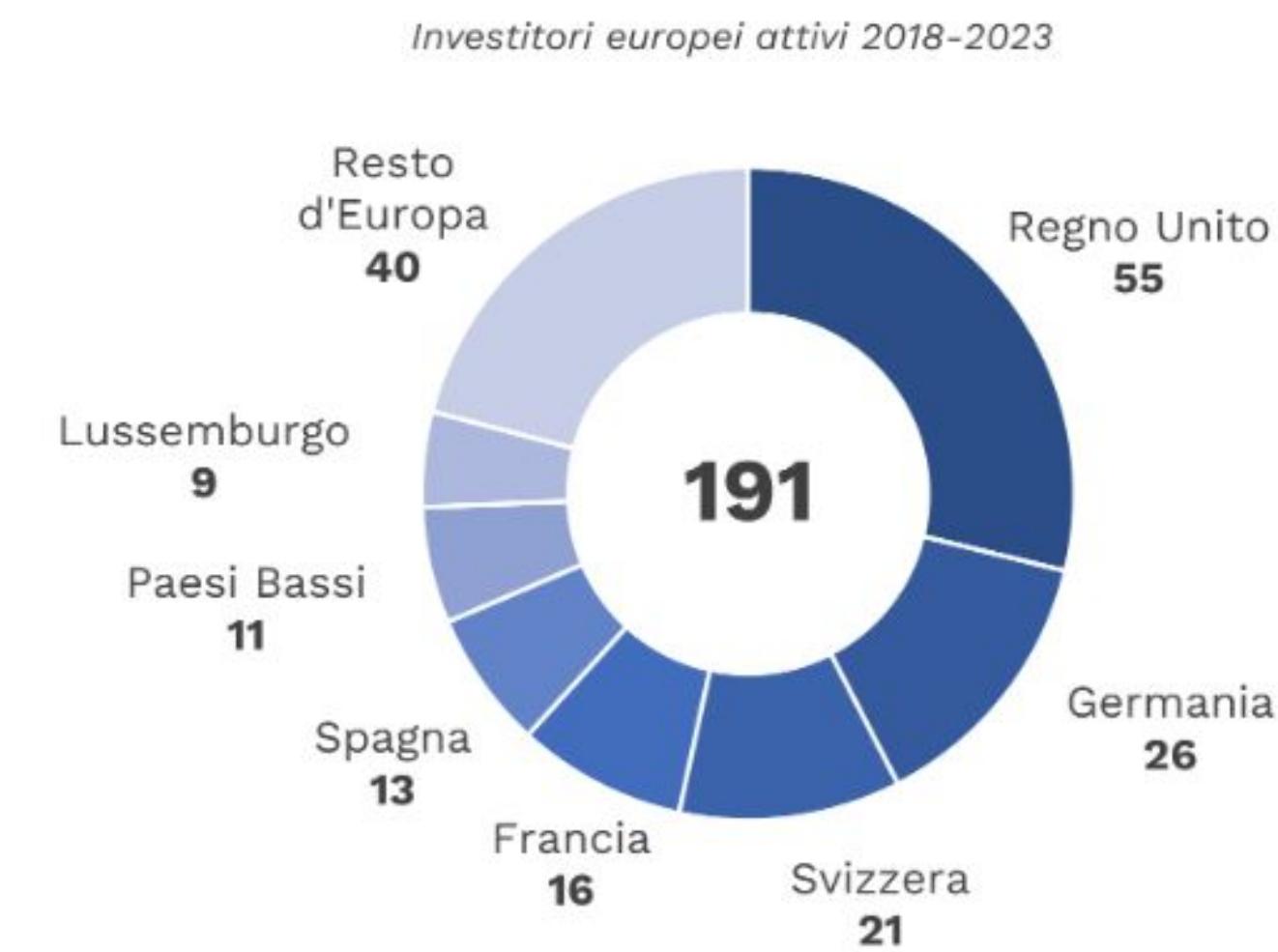
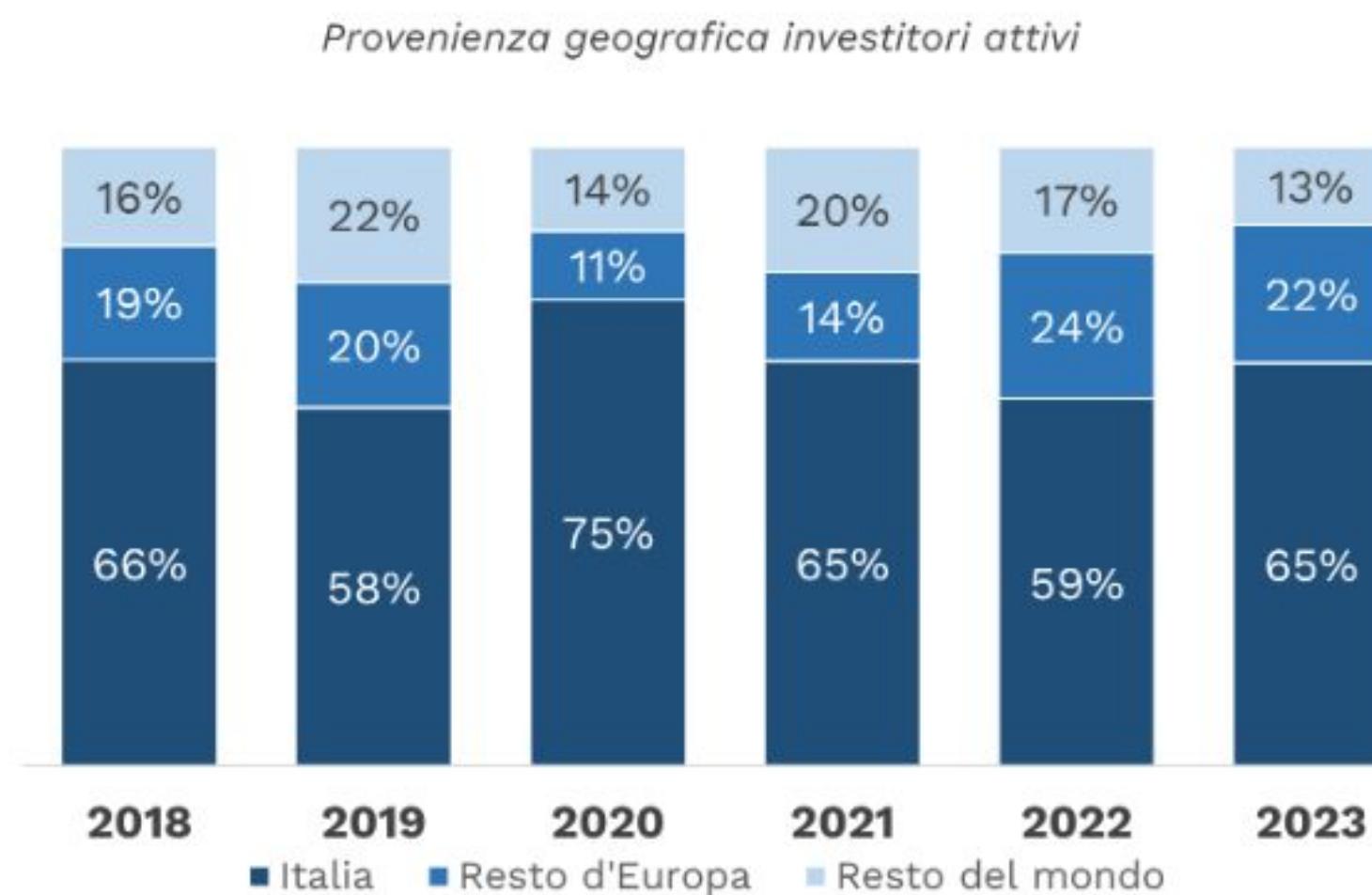
Dettaglio dei 98 round di investimento operati da corporate italiane nel 2020, 2021 e 2022

Media: 2,45 mln

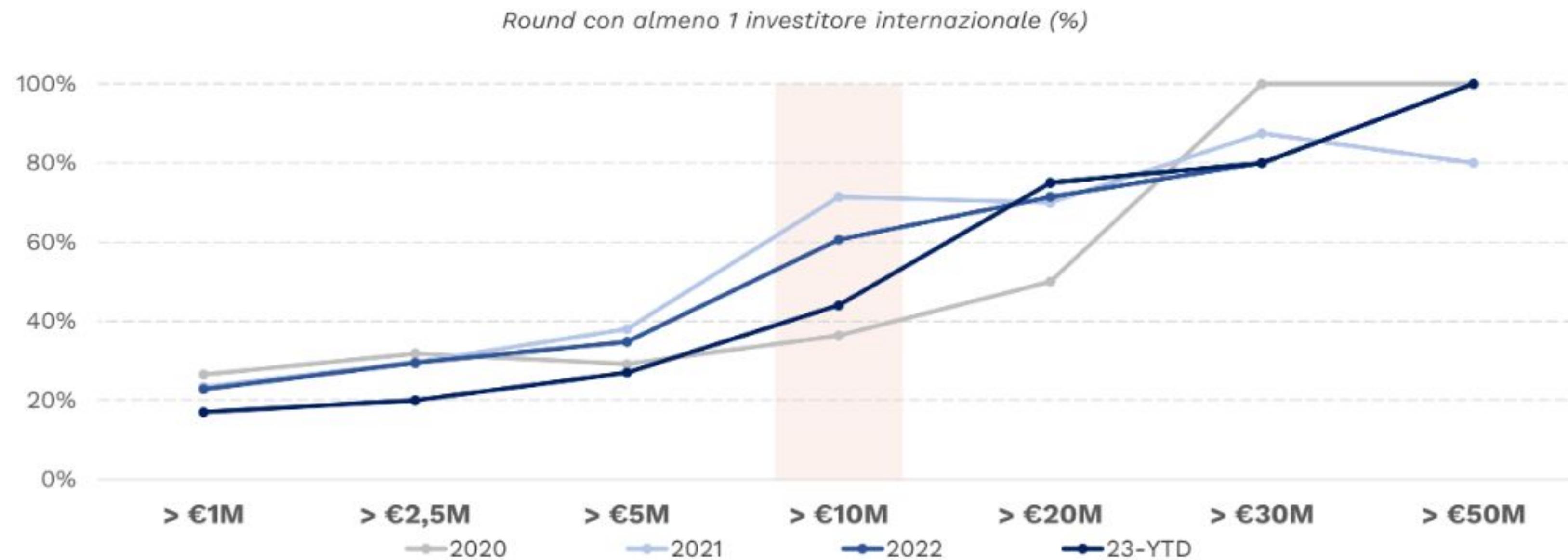
Mediana: 300.000 euro



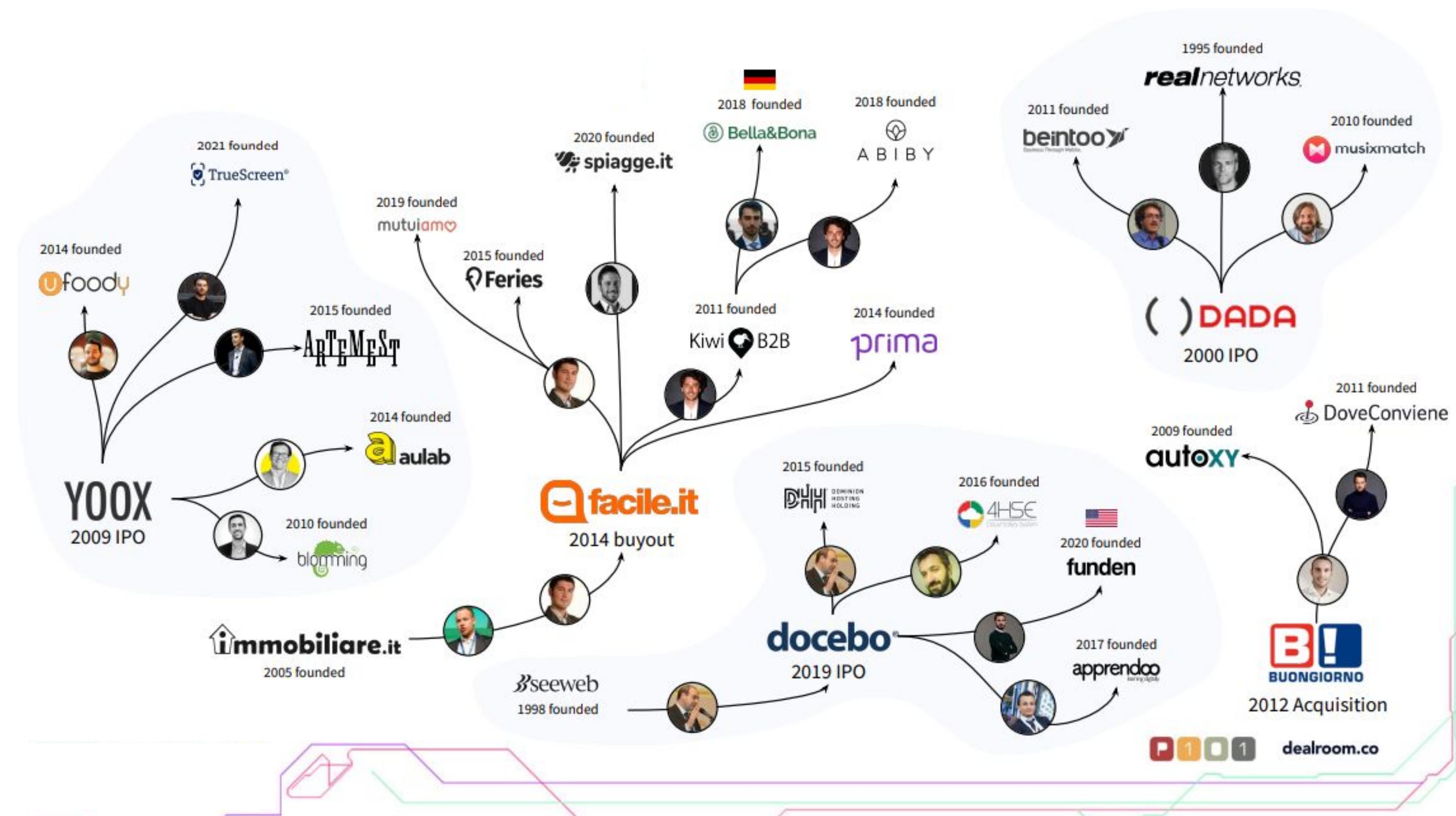
Al contempo i fondi internazionali guardano con interesse il mercato italiano



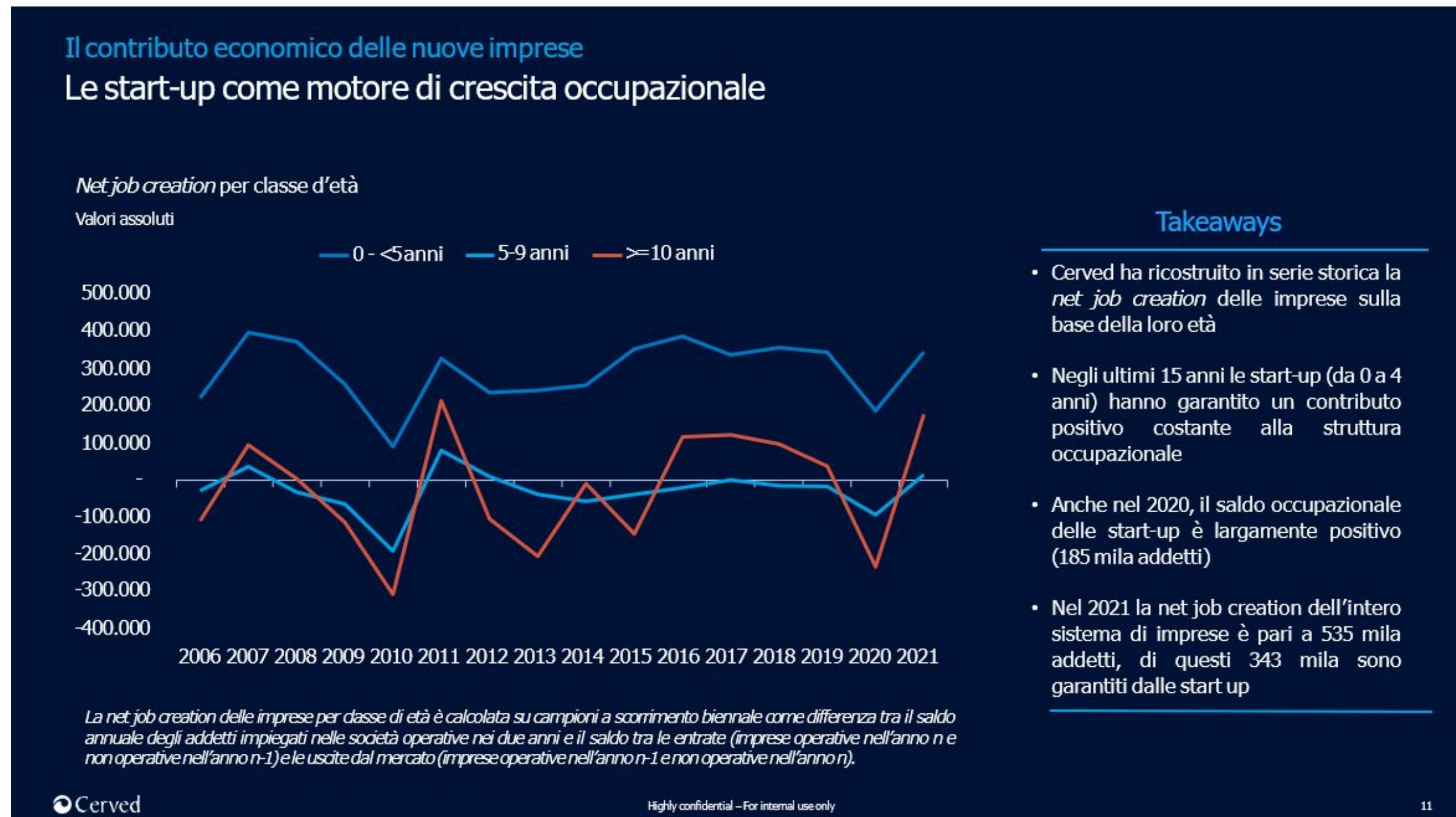
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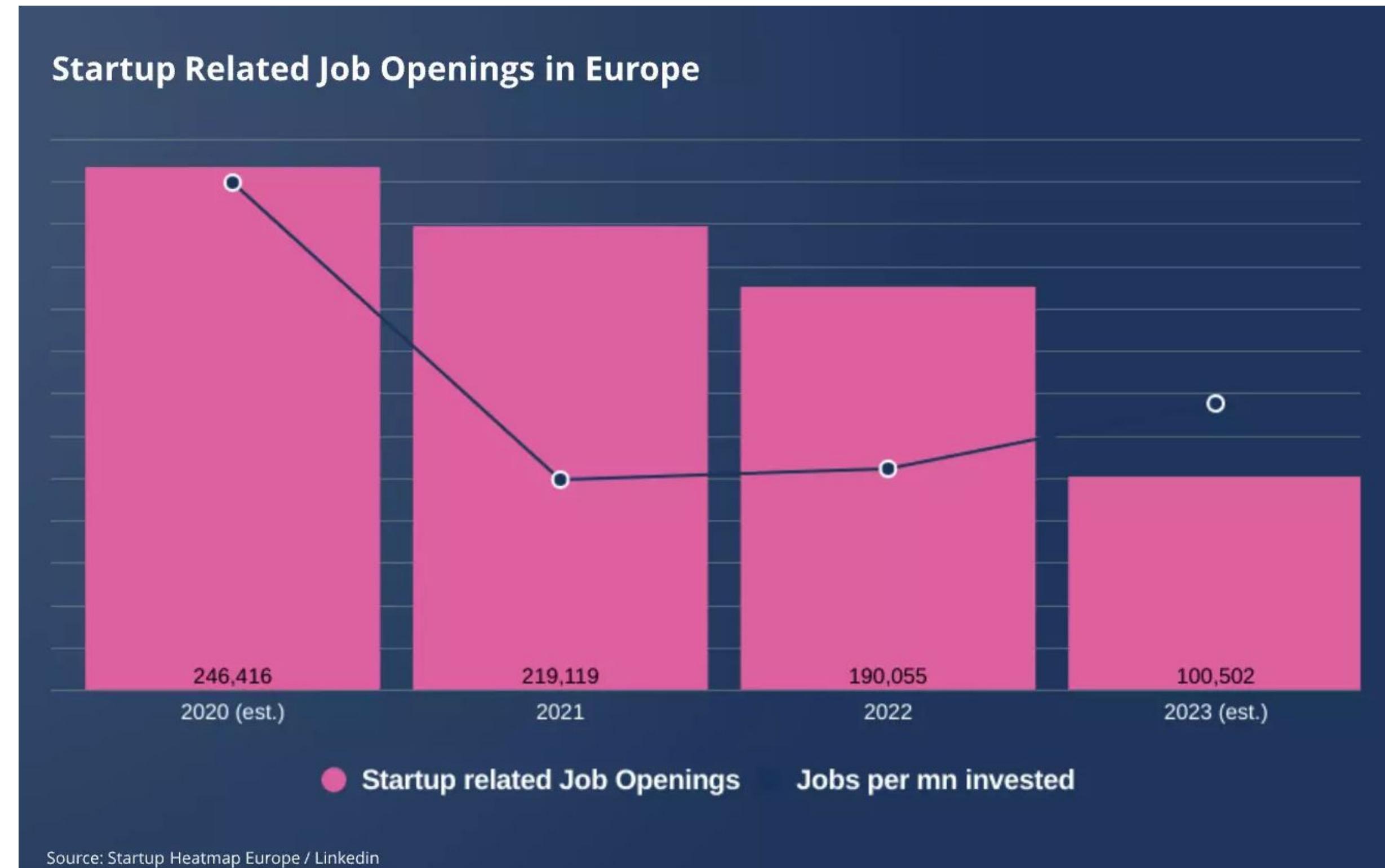
Da tenere d'occhio: il fenomeno dei "second time founders"



Le startup spingono lavoro e sviluppo

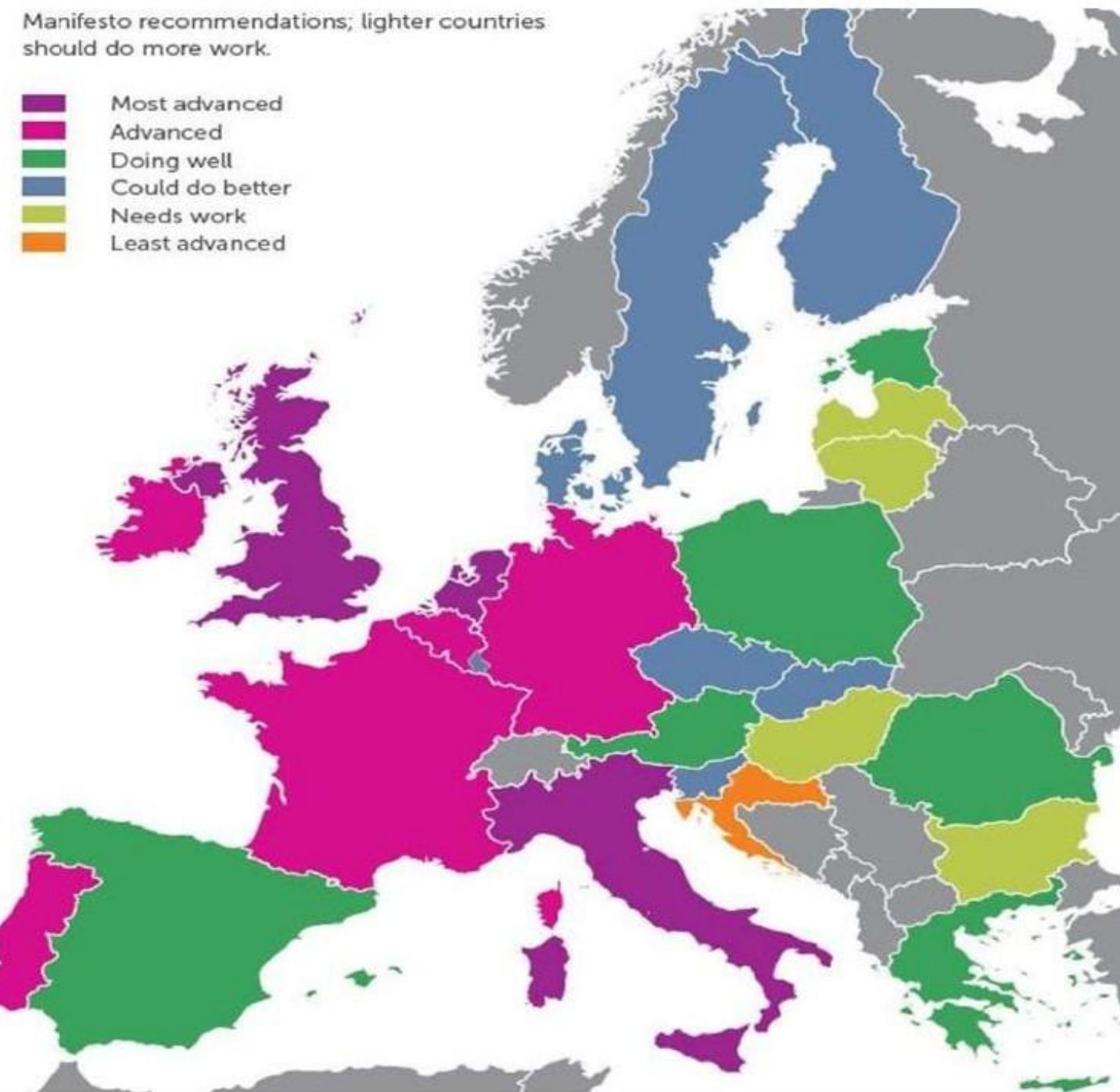


Anche a livello europeo



Una delle migliori policy d'Europa?

The 2016 Startup Nation Scoreboard





«L'innovazione oggi non può essere solo feasible e viable, ma deve anche essere preferabile, nel solco di una Green & Blue revolution.»

*Luciano Floridi
Professor of Philosophy and Ethics of Information
and Director of the Digital Ethics Lab at Oxford
University*

SCALE UP, ITALIA!

A NEW ERA BEGINS

The best is yet to come...





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