FLORENCE
Start-up City

A project by

In partnership with
A feather in the cap of the Florentine ecosystem of innovation, not simply based on numbers, but also on the stories and faces of the innovation centres in Florence. Because even in the digital era, where a lot of innovations take place thanks to the new technological advancements, innovations continue to be the exclusive result of human capital.

A useful tool designed not only to present the Florentine ecosystem in a joint manner and thus to have the right awareness of its potential, which only an overall analysis can give, but also an intuitive compass for those who wish to choose Florence to plant new projects, in order to better fit into an already established network.

This short guide is the result of a shared expedition embarked on under the wing of the European project SPEED UP of which the Municipality of Florence is the leader partner, together with many other protagonists of the innovation who operate in our territory, to stimulate synergies and encourage actions aimed at developing a real innovation supply chain in the city. Not an arrival point, therefore, but only a starting point for telling a Florence that, in the wake of its history, wants to continue to be a fertile and welcoming territory for new ideas and creative workshops to be built together.

Cecilia Del Re
Why Florence?

Territorial System of Innovation
A territorial system that adds value to entrepreneurial activities thanks to players focused on innovation, acceleration and business growth.

Scientific and Technological Know-How
A cluster for high education thanks to a high concentration of institutes and universities, prestigious centres specialized in advanced research.

A City of Marked Attractiveness
Italy2Invest (Nomisma)
Quality of Life
A cluster for high education thanks to a high concentration of institutes and universities, prestigious centres specialized in advanced research.

Accessibility
Central hub of the Italian high-speed railway transport, and a city airport that connects to the major European airport hubs.

Smartness
A city with quality peaks in the fields of smart mobility and smart government: wi-fi connectivity, open data development and digital services.
Cultural Heritage
Its cultural, historical and artistic heritage is amongst the most popular of the world and represents the prestige raw material of the city.

Liveability
A urban environment that favours pedestrianisation and public transport throughout the metropolitan area.

International Meeting Point
The destination of congress tourism that reflects the city’s vocation to attractiveness thanks to spaces and facilities for international events.
A Brand Architecture supporting Products and Enterprises

Made in Italy, Tuscany, Florence: three strong and multi-faceted brands that enrich the brand with the customer journey of an experience that adds value to the product.

Rate of Employment
+20% on the domestic average

Florentine Export Value

Corporation and Multinationals
Companies in the Metropolitan City area

69,3%
20 Bil
127

These are just some of the reasons why, even today, Florence attracts the most brilliant minds who are eager to discover, with all kind of experiments, and those who believe that, in order to develop new ideas, it is not sufficient to simply have a place to stay, but first and foremost a place where you enjoy a high-quality life.
The European Project SPEED UP, of which Florence is the project leader, was launched to support and promote the establishment and growth of small and medium-sized enterprises with actions that will improve their performance, thanks to the involvement of public and private players as well as outstanding entities that operate in Europe in various ways within the regional framework.

The program’s purpose is to give life to innovative entrepreneurial ecosystems, transferring experiences and investments to their territories, as well as ensuring a better access to Structural Funds for specifically targeted entrepreneurship, including young people, migrants and women.
REPLICATE
replicate-project.eu/cities/florence/

Project Leader alongside Bristol and San Sebastián, of the REPLICATE project, REnaissance PLaces with Innovative Citizenship And Technology, Florence is the European beacon for strengthening the sustainability and resilience of the city.

The project, funded under the Horizon 2020 research and innovation program, aims at developing patterns of urban districts which link energy efficiency, e-mobility and smart ICT.

Florence has strategically selected the Cascine / Novoli / Le Piagge district as a starting point from which to develop a new urban model to be replicated on a metropolitan level.

20,000 m² Social housing  -3,100 t CO² on a yearly basis  25,000 Citizens involved
Investire a Firenze
comune.fi.it/pagina/investire-firenze

The city is not only viewed as a town hall and administration but as an opportunity for growth and investment: the Investire a Firenze (Invest in Florence) project was developed from this concept.

A territorial marketing operation that the Municipality of Florence has designed to attract resources and encourage the regeneration of areas and buildings to be used for new and more functional purposes, giving maximum visibility to the opportunities existing on the territory.

The project is structured in summary sheets presenting abandoned areas and buildings or in the process of divestment of public or private property, with a useful floor area of over 2,000 square meters.

37 Areas to be regenerated  +340 km²  Total surface
The Metropolitan City of Florence extends over an area of 3,500 sq km, on which there is a population of just over a million inhabitants (1,007,252 residents for an average population density of 288.4 inhabitants / sq km). However, it has been defined as “the smallest global city in the world”: in the metropolitan area of Florence there are, in fact, cultural centers and high-level training structures of international level, craftsmanship, manufacturing and food and wine productions of excellence, inserted in a setting unique and unmistakable landscape.

An attractive place full of meetings and international flows, the Metropolitan City of Florence is therefore configured as a crossroads where industriousness and local culture interact with each other and intertwine synergistically with international dynamics. (Taken from: Renaissance Metropolitan Strategic Plan 2030).
What can Florence offer to Start-ups?

Florence is one of the leading cities in Italy in creating value for the territory through strategies that stimulate the establishment of new start-ups and the re-launch of spaces to experiment and identify forward-looking development scenarios.

A fabric that adapts to changes in society to connect and make living places accessible and sustainable. Thanks to the shared planning by public institutions and private bodies, start-ups and enterprises can actively benefit from strong support for the development of products and services with a high rate of innovation.

Dynamic connections among players that contribute to setting all necessary conditions to favour the growth and diffusion of new development projects. Discover the continuous evolution of an open and active community on the MakeNextFlorence platform.
UNIFI
Università degli Studi di Firenze
unifi.it

UNIFI represents one of the largest and most productive systems of the Italian public research, in relation to: the number and diversification of its researchers and the many junior scientists, participation in research programs of national and international interest, scientific results achieved and the financial flow which supports research and transfer activities from the outside.

UNIFI researchers belong to 21 departments and use around 40 structures between interdepartmental and inter-university centres. During last years, UNIFI has consolidated technology transfer activities under the coordination of the University Service Centre for Research Enhancement and the management of the University Incubator (CsaVRI).
FRI
Foundation for Research and innovation
eng.fondazionericercauunifi.it

Foundation for Research and Innovation (FRI) is promoted by University of Florence, Metropolitan City of Florence and Foundation Cassa di Risparmio di Firenze. FRI aims at the promotion of technology transfer, innovative processes and higher education, thus fostering relationships among University, Enterprises and Institutions, with an active involvement in the development of the metropolitan innovative ecosystem.

FRI offers support in the startup creation process to teams with innovative ideas. Sustainable development goals (SDGs) and sustainable-oriented innovation (SOI) included in Agenda 2030 of United Nations and inclusion, social innovation and digitalization/digital transaction are some of the core project themes for FRI.

+1,600 Supported teams +40 Developed projects
FIRST LAB
Firenze Smart Working Lab
unifi.it/firstlab

FIRST Lab, a University of Florence laboratory, is sited in the very heart of the Metropolitan City of Florence, aiming at harvesting new young talents and ideas to be then transformed in services and prototypes, with high added value and social impact. The potential solutions are addressed to citizens, Public Administrations and enterprises. FIRST Lab is a new link of the metropolitan ecosystem of innovation, grounded on the collaboration among Enterprises, Institutions and University, and populated by students with multidisciplinary competences. The students will be the ones to take up the needs and challenges of the territory, so to trigger the problem solving process, which could be shaped into European projects, startups and business actions/ideas. FIRST Lab has launched the first projects on the following topics: e-government and administrative simplification, integrated tourism and management of tourist flows, blockchain and new marketing paradigms, business mediation and support for the digital transition.

+400 mq
The economic categories of the sector in the provincial territory of Florence.

Information, guidance, assistance and specialist consultancy services to all members, as well as support in managing relations with institutions and social partners.

confartigianatofirenze.it  
One-Stop-Shop for New Enterprises

confcommercio.firenze.it  
Formaimpresa and Fondo FOR.TE

confesercenti.fi.it  
Sportello Impresa

confindustriafirenze.it

1,275 Enterprises represented
50 Innovative start-ups

firenze.cna.it

Business Services
SSATI
Scuola di Scienze Aziendali e Tecnologie Industriali “Piero Baldesi”
ssati.it

Scuola di Scienze Aziendali e Tecnologie Industriali Piero Baldes is the centre for high vocational training promoted by the Municipality of Florence, Confindustria and the Chamber of Commerce. Since 1985 onwards, SSATI has trained over 10,000 students on business management and on skill assessment and certification.

In response to the needs of businesses and the territory, with a perspective of openness to international experiences, SSATI has the goal of training and immediately getting specialized collaborators into employment, ready to respond to the challenges of a global market. SSATI is one of the founders of the MIP (Murate Idea Park) project for the incubation of new entrepreneurial ideas.

95% Rate of recruitment for students +950 Enterprises connected
The Chamber of Commerce, Industry, Crafts and Agriculture of Florence today is a public body that provides functions of general interest for the businesses system, taking care of its development within the local economies. Their functions nowadays:

**administrative:** keeping of registers, lists and roles in which the main events that characterize the life of each company are recorded and certified;

**promotion and assistance to businesses:** support to businesses and the development of the local economy;

**studies and statistical information:** analysis of data on the local economy with useful information for a better knowledge of the socio-economic environment for businesses;

**market regulation:** promoting transparency and fairness in economic relations between businesses and between businesses and citizens. The Chamber of Commerce is competent in matters of trademarks and patents relating to the acceptance of industrial property applications and any deed concerning changes to the original application.
The Florence Chamber of Commerce supports the ecosystem of territorial innovation with the “Sportello Nuove Imprese (= new businesses)” desk and the “Punto Imprese Digitale - PID” contact point, a service that aims to promote the implementation of digitization projects among Florentine micro-enterprises. The objective of the PID is combined with the need for innovation of the economic environment through 4.0 technologies, which must necessarily enter into entrepreneurial activities. Six digital promoters are engaged in this awareness-raising phase, organizing training and information seminars, group exercises and personalized consultancy.

+650 Meetings with companies  +45 Physical training events
+46 Virtual training events
Promo Firenze
promofirenze.it

The Florence Chamber of Commerce also contributes to the development of the ecosystem with other services provided by its Special Agency, PromoFirenze.

**New Business Service**
In addition to the spirit of initiative and business acumen, it is now essential to plan business in the best possible way, look for the right information to access funding, participate in training courses: in one concept it is essential to acquire the right skills.

**Financing support service**
The startupper or entrepreneur who turns to the service will have the most up-to-date information on subsidized finance tools for SMEs, can request a personalized analysis on the possibility of access to grant or tenders, will receive technical assistance on the use of existing financial support measures, assistance in drafting their business plan.

**Internationalisation (Export Hub and EEN network)**
PromoFirenze is the reference point for companies that are looking to international markets as a growth opportunity.
Strengths of the service are the tailor made approach and the constant support, starting from the selection of the most promising international markets to the solution of legal, customs, administrative issues.
Vivaio per l’intraprendenza
vivaiointraprendenza.it

Vivaio per l’Intraprendenza (Association for Social Promotion) supports self-employment providing information, guidance, training, networking, coaching for business start up.

Promotes the local economy through social innovation projects aimed at young people for the enhancement of soft skills and the development of action plans for employment. Spreads the entrepreneurial culture among young people, stimulating paths of innovation and initiative, in collaboration with the education-training-research system.

It promotes network initiatives between people and institutions at local, national and international level aimed at the occupational and economic growth of the territory.
Networking in Florence

To create high-value professional relationships, participate in networking events, keep up-to-date on the world of start-ups and innovation, share knowledge and professional goals, Florence is a city in turmoil open to international collaborations and incentives.

It is no coincidence that Wired has chosen the magnificent rooms of Palazzo Vecchio to host Wired Next Fest, the annual must-have event on digital innovation that has seen amongst its guests the legendary Vinton G. Cerf.

Even in everyday life, Florence offers moments and places to discover new points of view: its network of co-working places and sharing spaces beyond a desk and a meeting room, is among the most widespread and active in the Italian panorama.
Nana Bianca supports entrepreneurial projects that are scalable on both Italian and global level, focused mainly on technologies connected to advertising and digital marketing, services and mobile apps. Nana Bianca is a Startup Studio which not only deals with external projects, but also with new entrepreneurial ideas born inside the studio. In these cases, Nana Bianca conceives the business model, it forms teams and finds the tools to transform those ideas into reality.

Our motto is “Startup in the Space”, the physical and web space as a place of contamination of ideas and business models. In Nana Bianca’s ecosystem coexist Nana Space, Nana School and Hubble, three projects designed to contribute to the evolution of a highly qualified community.

200 Entrepreneurs  +70 Active start-up  350 Digital workers  40 Partner
Impact Hub srl SB aggregates three coworking spaces and event locations in Milan, Florence and Turin. We are part of a global network, a Community of + 450 innovators, startuppers, entrepreneurs, business angels and a certified startup incubator with an environmental, social and cultural impact that currently has 25+ startups in its portfolio.

We are also a hub for impact investing. We manage the operations and deals of the Angels4Impact and Angels4Women business angel groups.

1,000 m² Workstations and offices  +400 Professionals linked through networking  +75 Business Angels community  +25 Start-up
TSH Collab Florence
tshcollab.com/it/florence

TSH Collab is a co-working space within The Student Hotel, an example par excellence for hybrid hospitality in the world; a space that links students, travellers, freelancers, corporates and digital nomads.
TSH Collab is a co-working space that offers all the benefits in a full-service design hotel; it is the place where work turns into passion, is an international community of creative people, start-ups and entrepreneurs who share spaces, projects and ambitions.

140 Co-working station  390  Hotel rooms / co-living space
91C: co-working space is a space of innovation, sharing and interdisciplinary. The 91C’s team specialises in European design, providing support to start innovative projects and helping co-workers during every stage of development. 91C covers an area of 300 square meters with 35 comfortable workstations and consists of three different modules: co-working space, coworking café, two meeting rooms. We follow at least 10 projects in parallel and ensure their success.

**300 m² Space  35 Co-working stations**
Multiverso
Coworking Network
multiverso.biz

Multiverso is one of the main co-working networks in Italy, which randomly spreads from Florence to Tuscany and Umbria, testing different models of management, sustainability and care of their community. Today, it represents one of the most advanced models of widespread replication, establishing service hubs and spaces, equipped and specialized around the co-working concept. Since 2016 it has begun its diffusion in Lombardy with two offices in Milan and the new one in Como.

9 Main offices 20 Satellite spaces
ZoWorking
zoworking.com

A new concept of co-working, a new way of working, integrated and at the forefront, which aims at becoming a container of ideas as well as a start-up accelerator, thanks to integrated services and the professionalisms it provides. An evolution of spaces with modular offices, advanced videoconferencing systems, showrooms, conference halls, training areas with the support of professionals to structurally initiate the business and even a tv studio, a barber shop, a bar and a restaurant. Easily accessible by train and car park equipped with electric charging stations for even greener mobility.

90,000 m² space 60 Co-working stations 30 Independent offices
Spazio CO-STANZA
spaziocostanza.it

CO-STANZA is the first co-working space in Florence with a baby care area, for those freelancers and employees - of the public and private sector - who choose to work on a smart working basis in a facility which offers the intimacy of a home and the functionality of an office. Aimed at promoting work-life balance, CO-STANZA offers its users a wide combination of flexible and personalized services to foster individual growth from a human, professional, cultural and social point of view.

CO-STANZA is a place with different areas dedicated to work + community of experts.
Funding in Florence

The access to funding sources for incubation, acceleration and start-up launching in Florence is encouraged and supported by institutional bodies and private entities that work in synergy and support the most promising realities with targeted growth programs.

Like Fidi Toscana, the regional agency for financial services dedicated to the access to credit for small- and medium-sized enterprises, and Fondazione Cassa di Risparmio di Firenze that promotes business development through specific calls for proposals and funding. Some of the calls of ideas are MIP&forIDEAS, Tech Up, Start Cup Toscana, Innovation 2 Business, which stand out as the most interesting programs to transform an idea into a tomorrow’s enterprise.

Even the world of private investors is well represented in Florence by young enterprises such as BAN and Openseed, which select and introduce the best start-ups to an audience of business angels and venture capitalists eager to discover the new unicorn and launch it on the market.
BAN
Firenze Business Angels Network
businessangels.network

BusinessAngels.Network is an association founded in 2016 which today has over 70 members among young professionals, managers and entrepreneurs with the aim of selecting the best local and nationwide startups and facilitating investment activities in their development.

BusinessAngels.Network carries out the startup scouting activity thanks to its selection group that analyzes the applications received on a dedicated platform.

For over six years hundreds of startups have been evaluated and 5 meetings per year organized to present the best projects to the members. The association also organizes workshops and events with a focus on innovation and angel investing.

**Over 100 startups selected and presented to the members**

**5 Meetings on a yearly basis**
Open Seed is a holding company founded in Florence in 2016 to raise capital and invest in pre-seed startups, supporting them in their development. After an equity crowdfunding campaign, Open Seed brings together 190 partners from all over Italy. Today the company has 21 startups in its portfolio and is affiliated and collaborates with the major investor and innovator associations nationwide. The main partner in the scouting phase for the selection of startups is the BusinessAngels.Network. The Open Seed portfolio follows an investment diversification strategy and is composed of startups operating in different sectors such as green economy, services, tourism, IOT / wearable, and with different business models, both B2B and B2C. An innovative platform has been created for the shareholders to monitor all the performances and metrics of the portfolio startups.

**+21 Start-ups in portfolio**
MIP for IDEAS
bit.ly/mip-for-ideas

Through its CALLforIDEAS process, Murate Idea Park and its extensive team of mentors select the most promising ventures. The founders of these handpicked start-ups go through a targeted training and mentoring exercise that transforms their simple business ideas into market-ready enterprises.

The winning teams are offered a grant of € 5,000 for the purchase of services and supplies. Furthermore, these young companies can access the spacious co-working office spaces and networking services of Murate Idea Park, and benefit from third-party business support and consultancy services, up to a value of € 20,000.

+7 Callforideas  + 35 Startup
Founded in 2007, it is the largest network of business angels in Italy: more than 250 protagonists of the entrepreneurial, financial and industrial world that invest time, skills and capital for the growth of innovative start-ups. In over ten years of activity, Italian Angels for Growth has analyzed over 6,000 start-ups and its members have made over 100 investments, for a total of 290 million euros invested by IAG members and co-investors.
IAG business angels financially support innovative projects by investing their own capital, but at the same time, thanks to the combination of skills of the members, support the founders of the start-ups in the definition of the business model in all its aspects.
Calls and opportunities offered by the Region of Tuscany

Funding, Concessions and Expressions for

- Enterprise
- Citizens
- Bodies

Visit the Region of Tuscany’s Calls page and read the Guidance on Incentives for companies: all the information on regional, national and European projects in Tuscany is at your disposal, on hand.
Incubators in Florence

A newly-established start-up, before embarking on a highly competitive market with confidence and without sudden back drops, needs to define all the aspects that outline its business model. For this reason, the presence, in an integrated innovation ecosystem, of organizations whose mission is to flank new start-uppers and future entrepreneurs through the sharing of acquired knowledge and experiences acquired, is necessary.

Training and mentoring activities, training, innovation advisory services: with these actions, Incubatore Universitario Fiorentino and Murate Idea Park lay the foundations for the establishment of a new entrepreneurial culture.
Murate Idea Park
murateideapark.it

The ancient stone walls that were once built to enclose men and women and incarcerate them from the outside world, today harbour young entrepreneurs who are building tomorrow’s successful enterprises. In the ancient rooms of the former prison of Murate, new business opportunities are created by brilliant minds and supported by a team of experts. Thanks to a community united by its love for innovation and its trust in the future, and by its sense of belonging to the knowledge economy system, the Murate Idea Park project connects human resources and business ideas, providing training and mentoring that nurture an entrepreneurial culture.

+60 Member mentors  +200 Workshops and courses  +50 Partner
IUF
Incubatore Universitario Fiorentino
unifi.it/iuf

The University of Florence Incubator is the structure of the University of Florence which since 2010 promotes the dissemination of entrepreneurial culture in the academic field, develops relations with the territory within the ecosystems of innovation, and supports the birth and the development of start-ups and spin-offs based on entrepreneurial ideas with a high rate of innovation and with a strong connection with university research. IUF offers training, mentoring, networking and equipped spaces. To date, 380 business ideas have been fostered with over 1,500 people involved, and 53 spin-offs recognized by the University of Florence are active.

+380 Projects admitted +1500 People involved 53 Startups and spin-offs
Accelerators in Florence

It is called Large Hadron Collider. It is based in Geneva. It is led by the CERN. It forces particles into a tunnel wrapped in superconducting magnets. It makes them run until they reach 99.99999991% the speed of light and then shine. It is the most famous accelerator in the world.

For those who work in the world of start-ups, accelerating has the same meaning but a mission of a completely different nature: finding, financing and making a business project with high technological potential and innovations, scalable in the market. In Florence there is a special observatory from which to observe how young start-ups turn into stars: Hubble Acceleration Program.
Hubble
hubble.nanabianca.it

Hubble is the startup acceleration program available to early stage startups. An actual school of entrepreneurship, created with the aim of discovering and launching the best startups on the national and European territory, with main focus on tourism, fashion, food and lifestyle sectors. The program is divided into 4 months of pure venture building and offers a Pre-Seed investment for each project as well as an international and high-profile mentorship. At Hubble, formation flows alongside with the practical work of every specific team on their projects, following a “learning by doing” method. Hubble was born thanks to the contribution of Fondazione CR Firenze and the support of Fondazione Ricerca e Innovazione of Università di Firenze. Our primary goal is the creation of a digital ecosystem with an impact on the territory and the support of new innovative startups.

+200 Imprenditori  +70 Startup attive  +7 Exit  +4 Write off
Successful Stories

There are 146 start-ups entered in the Register of Companies which have permanently chosen Florence as their operational headquarters, growing year after year.

In our city they found the ideal support to define, develop and then launch a winning business model, capable of competing on the market with other players.

Thanks to the support of the partners of the innovation ecosystem participating in the memorandum of understanding with the Municipality of Florence, we have selected some of them which stood out in the Florentine landscape. You can read their stories on the following pages.
Instal instal.com

1. What Problem or Need does Instal solve and/or meet? With what solution?

Instal proposes different solutions for advertising that allows advertisers to reach their marketing goals and for publishers to monetize their ad spaces.

2. How did you generate the early interest around your product / service and conquer your first customers?

Instal was born from Freapp, a discovery app that generated a great volume of traffic and good performances. From this start, we created our platform and put our product and our competences on market, getting great success among consolidated customers. Then we developed other solutions following the market.

3. At what stage of development are you now and how do you see the future of Instal?

Instal is always in progress thanks to the following of the market, that is very rapid and dynamic. We look at the future sure that we will develop innovative solutions able to satisfy market demands.

4. What was the most difficult moment of your experience?

The most difficult time for our company was when the market suffered a decline and we were the same. However, our tenacity and our ability to adapt rewarded us.

5. When did you realize you made it?

We are aware of winning every day, every month and every year, when we analyze our results always successful.

6. What advice would you give to a young start-upper?

...
To look outside the borders of his product and to always believe in his team.

7. **From your point of view, what makes Florence special for the development of start-ups?**

Florence is the cradle of Renaissance. A startup must always, every day believe in a Renaissance.
1. What Problem or Need does Tate solve and/or meet? With what solution?

Energy and gas are among our most basic needs. What we ask for our home is simply a reliable service at an honest price. What we get is often poor customer service, high prices, opaque contracts full of hidden costs, and a mediocre digital experience. As unsatisfied customers, we set out to build Tate starting from our own idea of what a perfect energy supplier would be. Our customers can manage their utilities entirely from our mobile app, receive customer service when and where they want via chat and pay a fully transparent and fair price. Our customers pay what we pay for their energy, in exchange for a small fixed fee. We don’t make a profit on the energy they use.

2. How did you generate the early interest around your product/service and conquer your first customers?

We started with super low-budget marketing campaigns, targeting a very specific niche of the market: early adopters, people that are used to using new products and services, and that use technology to manage different aspects of their lives. This allowed us to attract a lot of users at a low cost and very high value, as this audience is able to provide very useful feedback, which is extremely helpful in the bootstrapping phase of a project.

3. At what stage of development are you now and how do you see the future of Instal?

As our online reviews demonstrate, we have reached a strong product-market fit. Now we are completely focused on broadening our customer base and developing new services and functionalities for Tate.

4. What was the most difficult moment of your experience?
One of the biggest difficulties we’ve had to face was finding the right people. On different occasions we have decided to collaborate with agencies and external consultants, only to bring home mediocre results. Today we manage almost all business activities internally and we have a team we are really proud of.

5. **When did you realize you made it?**

We never have, the path of a startup is constantly uphill. Closing a few rounds doesn’t mean you’ve “made it”. What matters is being able to assess if the company is on the right path and when it’s the right moment to switch to a different one, without too many unnecessary constraints or giving way to panic.

6. **What advice would you give to a young start-upper?**

Try making as many errors as possible, as fast as possible.

The road to building a sustainable business is rarely linear. The sooner you are able to realize what you shouldn’t be doing, the sooner you can start working on what’s right.

7. **From your point of view, what makes Florence special for the development of start-ups?**

Historically, Florence has always been and still is a city focused on fashion and tourism. The consequence is that the city lacks a developed startup ecosystem, which makes it hard to find talents in the digital field, capitals and growth opportunities. This is where an entity like Nana Bianca comes to play, an ideal place to launch a new product as well as an aggregator of digital talents and expertise that are more than able to compete with benchmarks like Milan and Turin.
1. **What Problem or Need does Wodka solve and/or meet? With what solution?**

   In our agency we imagine, study and define digital solutions tailored to each company’s reality. We specialised in digital transformation, user experience and e-commerce strategy. Our wide range of expertise is the source for efficient consulting that aims to define sustainable, transparent and client-focused projects.

2. **How did you generate the early interest around your product / service and conquer your first customers?**

   Wodka arose from our Buru Buru’s experience. Buru Buru one of the most renowned design and furniture italian e-commerce. This first experience led us to new clients and new stimulating and creative projects, supported also by the new connections and the interaction with Nana Bianca’s network.

3. **At what stage of development are you now and how do you see the future of Wodka?**

   Our agency is dynamic, in continuous evolution. At this time we achieved great results and we are looking forward to reaching new goals in the future. The next step is to open to greater influences, by collaborating with new clients and projects that’ll lead us to new ambitious projects that really represent our vision. We aim to lead great projects by preserving our dedication to every small detail.

4. **What was the most difficult moment of your experience?**

   The most difficult moment of our agency’s path was the transition from e-commerce to integrated web services agency. This transition was a leap into the unknown but also a great chance to experiment with innovative solutions, a chance to transform and to know our potential better.
5. **When did you realize you made it?**

We got the confirmation of our good-work when we achieved our break-even-point. From that moment our agency was officially viable without the support of external investors.

6. **What advice would you give to a young start-upper?**

To young startuppers we suggest to never lose enthusiasm and to have fun while working by following their unique vision.

7. **From your point of view, what makes Florence special for the development of start-ups?**

Florence has great potential. In Florence everyone can feel its humanity while working, with people on the street, at every moment of the day. This reality allows the creation of transparent, human and authentic relations. It’s a special place to create a startup.
1. **What Problem or Need does Feel Crowd solve and/or meet? With what solution?**

We are a team of experts in development strategies for non-profit organizations, through social crowdfunding campaigns and digital projects. Our mission is to help ONP in a path of capacity and growth that allows them to realize their projects by involving the community and creating knowledge and positive reputation.

2. **How did you generate the early interest around your product / service and conquer your first customers?**

Starting as trainees in the first two editions of “Social Crowdfunders”, call of Fondazione CR Firenze, we realized our first social crowdfunding campaigns. Following this period, Fondazione CR Firenze supported us in the creation of the start-up, commissioning us annually crowdfunding campaigns and digital projects. Our initiatives have subsequently aroused the interest of other banking foundations and public and private entities, which have decided to replicate our model.

3. **At what stage of development are you now and how do you see the future of Feel Crowd?**

Today our numbers count about 40 successful crowdfunding campaigns, with more than 850,000 euros raised and more than 4,000 supporters. We plan to increase these numbers and customers: philanthropic, public entities and non-profit organizations.

4. **What was the most difficult moment of your experience?**

At the beginning, when we had to unde our market positioning and the needs of our potential customers.
5. **When did you realize you made it?**

Positive feedback from our customers and non-profit organizations, combined with the consistently positive results of crowdfunding campaigns and digital transformation projects. Furthermore, we were the winners of the MIP and Lega-Coop start-up calls. This result allowed us to acquire greater confidence in our potential and greater awareness.

6. **What advice would you give to a young start-upper?**

Don’t fall in love with your idea but with your ability to make it happen. Studying and testing the interest of your potential customers every day is what can really make a difference.

7. **From your point of view, what makes Florence special for the development of start-ups?**

Florence can be a very important place for a start-up. The combination of innovation and tradition often brings to light extraordinary ideas, capable of arousing interest on the market and creating a strong connection between old and new generations.
Genuino Zero
genuinopuntozero.it

1. What Problem or Need does Genuino.Zero solve and/or meet? With what solution?

We start from our current need: buy local food in easy way, we could never go to farmer market and we did not find “good” food in supermarkets. We also wish to find a reference network to share our experiences and needs and to find information and education opportunities.

2. How did you generate the early interest around your product / service and conquer your first customers?

We started with an MVP test in May 2019, with a basic product offer and basic services. The test helped us to define some critical aspects and fit the offer to get to the proper launch in September 2019. We invested in adv from the beginning and we focused our efforts on community activities.

3. At what stage of development are you now and how do you see the future of Genuino.Zero?

We are now in the consolidation phase, we are receiving the first seeds from investors, we expect to finalize our consolidation in 2021 and create the basis to scale-up in other markets.

4. What was the most difficult moment of your experience?

Probably, the beginning of the pandemic: it gave us a big hand to scale and grow quickly, but in the other hand, it represented a risk of imploding, as we were not ready to manage increasing numbers from one day to the next. But we survive and, most important, this represented a “fire test” for our model, and we overcome it!

5. When did you realize you made it?


After the peak of the emergency, between March and April last year, we were able to maintain a considerable part of customers acquired during the lockdown. After the summer, we had a positive re-start in September with much greater numbers of those we started from in January 2020.

6. **What advice would you give to a young start-upper?**

After the peak of the emergency, between March / April last year, we kept a considerable part of the acquired customers and after the summer season our business was stable on numbers much greater than the ones we started in January 2020

7. **From your point of view, what makes Florence special for the development of start-ups?**

Our Renaissance DNA: we have inside this incredible mind-set advantage that is still alive today even if in different forms from the past; born and growing up in an environment where beauty and art is everywhere, allows us to have attitudes that no other place in the world can give you. On the other hand, the city continues to have a “provincial” behaviour although it is slowly changing its skin, but there is still a long way to go; for sure, create an environment of contamination between innovators can only help to move in a more international and creative environment.
What Problem or Need does Libra solve and/or meet? With what solution?

LIBRA carries out environmental surveys using drones to transport sensors, of varying characteristics based on their use, to reach difficult places safely and rapidly. Our goal is essentially to provide agricultural support in both gathering data and analyzing results. The recurrent demand in this field is for monitoring crops, gathering objective data to support decision-making, and for support in the interpretation of the gathered data. LIBRA offers a full “x-ray” of the crop, combining monetary savings with the fast production of very accurate data, allowing for maximum production and a lower environmental impact.

How did you generate the early interest around your product / service and conquer your first customers?

We focused on our strengths: constant innovation, sustainability, and scalability of the method. Moreover, the skills of our team allow us to provide a qualified and competitive offer. Our offer has the added value of simplicity and of human worth: even companies that are not particularly technological can use our services to improve work quality and develop future growth strategies. LIBRA’s team can do it for you and can explain clearly and simply what has been done. We support the company not only in providing the service but also in subsequent consulting.

At what stage of development are you now and how do you see the future of Libra?

We are looking to develop the team by acquiring new skills and creating synergies with other startup companies which offer complementary services, resulting in a more flexible offer and a better response to the market’s challenges. While continuing to offer a wide variety
of services, made possible by the versatility of the technology and by the skills we possess, our main focus is precision agriculture, which is providing us with good opportunities.

4. What was the most difficult moment of your experience?

It was when we tried to translate our ideas and skills into an entrepreneurial project, confronting an evolving market without having a specific training. In this regard, our training during the Murate Idea Park project provided us with the skills needed to better specify our proposal so that we could achieve concrete objectives without losing enthusiasm for the research.

5. When did you realize you made it?

Having better specified our offer allowed us to consolidate a relationship with an initial network of clients, which continues to expand by word of mouth. We still have a long way to go, and sometimes we find ourselves struggling with clients’ prejudices generated by previous negative experiences. The competition is stiff even if not always qualified. These first positive results have comforted us, even if we are well aware that in this field one cannot stop. Our first motto was, quoting Luis Sepúlveda, “only those who dare may fly”.

6. What advice would you give to a young start-upper?

First of all it is important to find the right team to work with, to define precise and clear roles, to exchange views and to discuss any difficulties. It is also very important to identify the needs of the market and the problem you wish to address, asking yourself many questions and questioning the solution proposed. Moreover, it takes passion, enthusiasm and love for your idea. Last but not least, it is important to network and to seize every opportunity available.

7. From your point of view, what makes Florence special for the development of start-ups?

Florence’s scaled-to-human size facilitates interaction between different realities and allows for easy networking. Because of its history and its present situation, the city creates a stimulating and creative environment and offers many opportunities for young startup companies, such as co-working structures, places of training and classes, incubators and accelerators, and support of innovative entrepreneurial ideas through opportunities to meet, projects and calls for bids.
1. **What Problem or Need does Mewe solve and/or meet? With what solution?**

Me-We, as an innovative research institute, provides social and market research to public and private entities that need to make predictions of the future and study public opinion, all through an interpretative key that combines the efficiency of industry tools with the courage to probe unknown worlds.

2. **How did you generate the early interest around your product / service and conquer your first customers?**

Our market environment would allow us to experiment with new types of research, the fundamental problem is the Italian culture that does not take the opportunity to use this tool that has infinite potential. Trying to innovate is not easy, especially if it only means technology. The meeting with an association that represents and offers services to people with Down syndrome has allowed us to start our innovative journey that is not based only on software, but has its novelty in its contents and values: probing those worlds that have never been probed! This meant also for the person with Down syndrome, obviously the use of the technique was important to allow people access to the surveys and to be able to freely and above all autonomously express their opinion, which had never happened before. A research that is first in Italy and later worldwide.

3. **At what stage of development are you now and how do you see the future of Mewe?**

Me-We is in a phase of expansion and diversification of its innovative products, such as the recent focus on behavioral economics and psychological examinations on social distress. This course of action will prove to be profitable and at the same time in line with the basic mentality with which Me-We
entered the market.

4. **What was the most difficult moment of your experience?**

Apart from the Pandemic, which has affected everything, the worst moment was in understanding what the real innovation was. Initially we followed the path of software, as an innovative paradigm and synthesis of analysis and administration techniques at multiple levels and multiple channels. Then the encounter with peripheral worlds, worlds never known with polling and direct social research, but always aimed at professionals. Making the real actors protagonists was our innovation, paradoxically original.

5. **When did you realize you made it?**

Our philosophy does not imply an answer, research does not imply an end. We know that we cannot stop and that our goal is always to know new worlds and experiment with new techniques and paradigms of analysis.

6. **What advice would you give to a young start-upper?**

With the appropriate forecasting tools, no road is impracticable. “Run, boy, run!” (cit. Mohammed Ali).

7. **From your point of view, what makes Florence special for the development of start-ups?**

The great amount of activities in the Florentine (and Tuscan) territory allows you to undertake virtuous paths, within which you may discover economic opportunities more fertile than expected.
VinAI.Farm

1. What Problem or Need does VinAI.Farm solve and/or meet? With what solution?

VinAI.Farm allows the winegrower to reduce the use of phytosanitary treatments to keep their vineyards healthy, forecasting vine diseases. With proprietary weather stations we collect climate data, analyze them through predictive models based on artificial intelligence and give the winegrower a response on the state of health of their vineyard. In this way the winegrower provides treatments at the best time, reducing waste and keeping his vineyards healthy.

2. How did you generate the early interest around your product/service and conquer your first customers?

We have gained interest in the wine market thanks to the fundamental points of our system: Strong distribution of sensors in the field to have more precise and extremely accurate climate data A forecasting system based on artificial intelligence, which is able to adapt to the reality of the individual winegrower giving tailored forecasts of his needs An intuitive app that is able to show the health of the vineyards in a simple and fast way by the winegrower

3. At what stage of development are you now and how do you see the future of VinAI.Farm?

VinAI.Farm is at the end of the testing phase of the system in the laboratory, and then be sent to winegrowers

4. What was the most difficult moment of your experience?

The biggest difficulty was being able to make our system organic and cohesive, managing to create a complete system, from...
data collection, through their processing to arrive at a clear communication system.

5. **When did you realize you made it?**

There is no real point of arrival, but when you ground the product you are already well advanced.

6. **What advice would you give to a young start-upper?**

Get help! The ideas you have about your project are often, if not wrong, distorted. There are, however, many smart people willing to help develop and give an effective mindset to carry out your idea in the best way.

7. **From your point of view, what makes Florence special for the development of start-ups?**

In Florence we found a small but very busy startup system to help startuppers develop their projects.
Waxmore
waxmore.it

1. **What Problem or Need does Waxmore solve and/or meet? With what solution?**

As soon as you walk through the door of a restaurant, even if only for a take-away dish, the customer immediately interfaces with the people who welcome him. The first glance rests on them and the first impression, now more than ever, remains fixed in the mind. Everything starts from that first moment that gives the idea of the place. WAXMORE’s solution is to give a new look to the place, with an undemanding investment compared to other restylings, through clothing and a coordinated and personalized image for the kitchen and room staff, and for all those who are in contact with the public. By creating professional clothing that are functional, aesthetically beautiful, and above all unique to the identity of the place. With particular attention to hospitality sector, overlooked by competitors.

We create all this with 3 keywords in mind:

- **Social sustainability and circular economy:** product durability, waste reduction and training in cutting and sewing fashion for asylum seekers.
- **Innovation:** co-creation of the product with the customer’s contribution thanks to a customization app able to preview the garment, even in 3D (app in the prototyping phase)
- **Fashion:** all the garments are Made in Italy, and with a touch of style.

2. **How did you generate the early interest around your product / service and conquer your first customers?**

The 2019 Taste fair (when we weren’t yet an innovative Startup), dedicated to the food & beverage sector, helped us to make ourselves known on the territory and outside the region and Italy. Showing our products...
on live to target people has allowed us to be visible on the market and to expand our database of potential customers. For those who make Made in Italy, as we do, showing the product and make people wear it is the first step to win over customers!

3. **At what stage of development are you now and how do you see the future of Waxmore?**

We have been validating the hypothesis for years, and we have been on the market since the beginning of the constitution (more than a year). We have paying customers. We are looking for investors and financing to be able to take a leap forward and be able to scale. Our goal, after we have validated that there is demand and market, is to expand the team and thus be able to manage more customers and increase production, expanding the market to Europe and the United States as well.

4. **What was the most difficult moment of your experience?**

One of the most difficult moments, of uncertainty as well, was having established the startup in the middle of a global pandemic and having decided to create professional clothing for the food sector, one of the most penalized. Fortunately, as soon as the doors of the restaurants opened and the customers started to call us and to place orders, we realized that we were on the right track!

5. **When did you realize you made it?**

The moment you realize you make it is when you start answering customer calls, instead of being the one to call them. When the same customer comes back to you every year, or several times a year because he trusts and you have become the solution to his problems. When the customer tells you: just do it, I trust you! Just what is happening at WAXMORE!

6. **What advice would you give to a young start-upper?**

Starting a startup is the most beautiful and the most difficult thing at the same time. It takes a lot of determination, you need budget, and consistency, and be sure that someone (your client) is asking for what you are creating. And you need to have the right people beside you on building the project. You have to wait for this right mix to start a successful project!

7. **From your point of view, what makes Florence special for the development of start-ups?**

Florence is a city that welcomes: ideas and people. It
manages to network between people who can collaborate and give life to projects, and create beautiful synergies. Moreover, Florence has become very active on the issues of technology and sustainability: the combination to create the right startup of the future.
Well-fare
well-fare.cloud

1. What Problem or Need does Well-fare solve and/or meet? With what solution?

WELL-FARE is an innovative startup that creates digital solutions, technologies and models useful for improving the quality of life in the logic of a Startup Studio. In particular, we have created positive impact corporate wellness solutions.

We currently have 2 solutions:

**COYZY** is the Community and Toolkit for your safety.

**HQVillage** We value small Italian villages and protect their authenticity, promoting them as hubs of sharing, innovation, and tradition, through a network of private property owners and a wide range of services. We anticipate the future of corporate headquarters, i.e. widespread corporate headquarters: sustainable, resilient, and adapted to the new needs of smart workers and digital nomads.

2. How did you generate the early interest around your product / service and conquer your first customers?

Our first service was COYZY: we approached the first client companies with a direct approach by the means of our commercial activity. We attracted private customers with online events, quizzes, and prize draws.

3. At what stage of development are you now and how do you see the future of Well-fare?

COYZY is currently in beta. HQVillage is online and we are starting to have the first significant traction.

We are planning a third solution to be tested by the end of the year. We want to create company / product for each of our solutions to convey investments on each of the businesses generated.

4. What was the most difficult moment of your experience?
The most difficult moment, but also the most useful and constructive, was the validation of the market solution. Also, the digital development of the solutions has been a challenging process for our resources that lead to unexpected delays, but gave us the chance to evolve towards a model that best fits our needs and to focus on the core components of our products.

5. **When did you realize you made it?**

We didn’t yet, the first milestones have been reached, but there are still several features to improve and many new ideas to bring to life.

6. **What advice would you give to a young start-upper?**

Shape your visions, make them a personal mission and pursue it. Listen, reshape, restart, but never lose the original principles and vision, that will be eventually rewarded.

7. **From your point of view, what makes Florence special for the development of start-ups?**

Florence and in particular the Murate Idea Park represented for us a very important phase for our growth as a startup and as a startupper. They offer many themed events and facilitate networking among the players / incubators / accelerators based in the Florence area.
Bluebiloba
forestsharing.it

1. What Problem or Need does Well-fare solve and/or meet? With what solution?

Bluebiloba is a startup and University of Florence spin-off that transfers innovation to forest sector for the forest management and trees in the city. In addition to numerous advanced consulting services, thanks to innovative techniques and tools, it is developing an online platform (Forest Sharing) for shared forest management. Forest Sharing (FS) aims to enhance the forest heritage through the creation of an innovative platform, able to facilitate the meeting between players in the forest sector, planning an ethical and sustainable forest management. This service is mainly proposed for abandoned or unmanaged ownerships, re-launching integrated management in order to obtain an environmental and economic benefit, thanks to the use of innovative technological tools.

2. How did you generate the early interest around your product / service and conquer your first customers?

Forest Sharing proposes to enhance a resource that is currently abandoned, without initial costs but withholding a part of the revenues produced. The planning of the interventions is developed together with the owners, making them participate in the management of their own forest. This leads to the creation of a real digital forest community, where all the actors are connected and share the valorisation process.

3. At what stage of development are you now and how do you see the future of Well-fare?

The platform has been online for about 6 months, many owners are signing up (3000 hectares in Italy). We are working on the first enhancement projects thanks to the formation of the firsts continuous forest aggregations. The valorisation
process is long, also because we have to reach many owners to develop sustainable forest management. We expect the community to grow and it will be possible to develop many local projects, thanks to the entry of owners and the network with technicians and companies.

4. **What was the most difficult moment of your experience?**

This is probably the most difficult period: launching the platform and reaching the forest owners. A considerable investment of resources was made for the development of the platform, both from an IT and flow point of view (commercial, legal, etc.). The return on investments will begin only after the formation of the forest aggregations to be managed. The time required for this phase is long, as the territory is very fragmented, therefore owned of many owners who often live far from their woods and difficult to find.

5. **When did you realize you made it?**

Bluebiloba is able to provide many innovative services in the forestry and environmental sectors, why the company is able to sustain itself and carry on Forest Sharing. We are seeing a ripple effect on the development of Forest Sharing, hence continued growth in the number of owners and strong media attention as projects take shape. We are sure that growth will become exponential, at which point we could say “we did it”.

6. **What advice would you give to a young start-upper?**

For our experience, the most important thing is to have a well-developed network of contacts, people with high professional skills on topics other than the main one of the startup, in order to be ready when there are problems to face, moments of despair, customers to be please. Learning to solve problems is fundamental, as it is not possible to plan the development of a project without encountering problems, but it is possible to overcome them with the right work group.

7. **From your point of view, what makes Florence special for the development of start-ups?**

Florence and Tuscany all promotes the development of startup projects, this facilitates the work, the search for financing, corporate training for business. Having professionals around us who have already gone through the development of innovative projects before us helps to understand the experience and avoid mistakes. Forest Sharing wants to revive the forest sector, and where to start? Other than from the cradle of the Renaissance.
Smallpixels
small-pixels.com

1. What Problem or Need does Smallpixels solve and/or meet? With what solution?

Digital video is becoming the to-go choice for entertainment and for professional communication. Small Pixels, a University of Florence spin-off, proposes a solution for improving the experience of digital video consumers. Our technology exploits artificial intelligence to enhance video quality. This allows a significant reduction in bandwidth consumption at no cost for the video quality.

2. How did you generate the early interest around your product / service and conquer your first customers?

We have worked hard to exploit our network of pre-existing professional contacts mostly deriving from our work as academic researchers. At the same time, we have never backed down from all the opportunities to tell all about our product, starting from participating in Start Cup Toscana and the “National Award for Innovation”, where we reached the final.

3. At what stage of development are you now and how do you see the future of Smallpixels?

Thanks to a seed investment we accelerated the development of our tech reaching a good platform diversification. We have grown our network of contacts by expanding our own with the rich ecosystem of innovative companies connected with our investor. Our future is tied with the need of people to watch digital videos massively, a growing trend.

4. What was the most difficult moment of your experience?

The hardest time came when we really had to start thinking as entrepreneurs and to look at our team as a company with a
rigorous structure and strategy. While as engineers we tend to be pragmatic we soon discovered that a company must adopt a different methodology with respect to a research team.

5. **When did you realize you made it?**

Getting recognition at national and international events, receiving prizes from companies such as Huawei has shown us that our idea and our approach were valid from the beginning. It was with the first commercial contacts that we had a real market validation, albeit with the uncertainty that an innovative technology like ours can bring.

6. **What advice would you give to a young start-upper?**

Our humble suggestion is to look at the problem we are trying to solve from all points of view and analyze and validate each idea technically and with the market as frequently as possible. We must be ready to change and improve anything in our process without ever looking back if needed.

7. **From your point of view, what makes Florence special for the development of start-ups?**

Florence has a very rich fabric of both private and public-run incubators. The University of Florence on the one hand is an incredible source of talent, able to fuel the development of startups, all the co-founders come from the School of Engineering where they work in different roles. On the other hand, it is very active in the promotion of entrepreneurial activity with a very well structured program for spin-offs and incubation. Florence has very fast connections to the major European cities and it is certainly not difficult to attract people to our city.
Snap4 offers solutions and services for the rapid implementation of sustainable smart solutions and for decision support. Domains are many but those in which we are most successful are smart cities, mobility, environment and industry 4.0. In these complex systems there is an absolute need for hyper-automation and decision support tools based on objective data. Our solution is able to aggregate heterogeneous data to exploit them in AI algorithms in order to produce turnkey solutions, realized with graphical representations and predictions, and providing indications on the motivations based on new artificial intelligence technologies in a transparent and explainable way. Snap4 offers a flexible and modular service for customers, who are provided with a complete, customizable and flexible tool on their premise. Thanks to the integration of data analysis and visual analytic tools designed according to customer needs, Snap4 provides services based on open source Snap4Industry / Snap4City technologies at sustainable costs and capable of increasing the efficiency of processes and leading to a consistent resource saving.

1. What Problem or Need does Snap4 solve and/or meet? With what solution?

Snap4 offers solutions and services for the rapid implementation of sustainable smart solutions and for decision support. Domains are many but those in which we are most successful are smart cities, mobility, environment and industry 4.0. In these complex systems there is an absolute need for hyper-automation and decision support tools based on objective data. Our solution is able to aggregate heterogeneous data to exploit them in AI algorithms in order to produce turnkey solutions, realized with graphical representations and predictions, and providing indications on the motivations based on new artificial intelligence technologies in a transparent and explainable way. Snap4 offers a flexible and modular service for customers, who are provided with a complete, customizable and flexible tool on their premise. Thanks to the integration of data analysis and visual analytic tools designed according to customer needs, Snap4 provides services based on open source Snap4Industry / Snap4City technologies at sustainable costs and capable of increasing the efficiency of processes and leading to a consistent resource saving.

2. How did you generate the early interest around your product / service and conquer your first customers?

Our experience started at the DISIT Lab in the University of Florence which works in Open Source. In that context, AI techniques and solutions were learned as well as the use of the development platform for enabling services. The same platform available as Open Source leaves ample room for our experience to provide personalized services where we can make a difference. The Snap4City platform is used in the smart city control room in Florence, but it is used also in dozens of projects and cities not only in...
Europe. We mainly use it in the industrial domain, where there is greater margins of innovation and interest in AI solutions to produce reconstructions, simulations, optimizations, predictions, alerts, and complex What-IF scenarios, oriented to production, retail, distribution.

3. **At what stage of development are you now and how do you see the future of Snap4?**

Snap4 is a University of Florence spin-off and was formed in November 2018 and is constantly growing. We are involved in various contracts and projects with the industrial world and we are forging collaborations and starting new activities gaining visibility in Italy and abroad.

4. **What was the most difficult moment of your experience?**

The acceptance of a new product/service in the market is always difficult, and even more for a new reality. We don’t think the climb is over.

5. **When did you realize you made it?**

Getting recognition at national and international events, receiving prizes from companies such as Huawei has shown us that our idea and our approach were valid from the beginning. It was with the first commercial contacts that we had a real market validation, albeit with the uncertainty that an innovative technology like ours can bring.

6. **What advice would you give to a young start-upper?**

We cannot say that we have arrived. We are in a dynamic world that needs adaptability, skills and responsiveness to stay and predict the market.

7. **From your point of view, what makes Florence special for the development of start-ups?**

Florence is an open and dynamic reality that allowed us to develop our ideas and to grow in a real and challenging context, and at the same time to keep our heads out to look beyond.