



**DIGITAL  
MAGICS**

**Magic**  
is something  
**YOU CREATE**

**The leading Italian  
Business incubator  
of startups.**

**ESG Investor Day**  
**JUNE 2022**

# | The Magic Formula.

*"We at **Digital Magics** are start-up builders.  
We like to build innovative companies together with talents  
and young entrepreneurs, identifying ideas and turning them  
into successful businesses."*

**Enrico Gasperini**, founder of Digital Magics

**Digital Magics** was founded by **entrepreneurs and digital professionals** who bring their own exceptional experience in building successful businesses **based on innovative software technologies** to all of our operations.

All the digital start-ups we select and invest in sign an **acceleration or incubation** contract with us

From that moment the startups join us, we work together with them, step by step, providing the **strategic guidance** they require to become successful companies

**OUR WORK CONTRIBUTES TO INCREASE THE VALUE OF OUR INVESTMENT**

# Best Italian Accelerator.

Dealroom is the leading data provider on start-ups, growth companies and technology ecosystems in Europe and worldwide. Founded in Amsterdam in 2013, it works with leading investors, entrepreneurs and government organisations to provide transparency, analysis and insight into venture capital activities.



**Digital Magics was awarded the best Italian Accelerator \ Incubator**

by Dealroom, confirming its role as a **key player** in the sector, recognizing the achievements of the **operations carried** out by DM in the last 12 months.



# SNAPSHOT.

Ground breaking  
and Unique at a  
national and  
international level

84

Active equity investments (31.12.2021)

9

Regional offices

1500

Projects evaluated yearly

€58M

Portfolio value

+64%

Portfolio in fast growing markets  
(Fintech & Insurtech, Enterprise Software, eCommerce/Marketplace)  
and 50% with a mission of social and environment responsibility

€110M

Total revenue of DM's portfolio companies in 2021

We support and **sustain the growth** of new innovative companies (start-ups) with technological and digital assets, investing in supporting founders and providing incubation services for **business development**.

Therefore, Digital Magics supports start-ups, with an industrial approach, transforming their projects into **successful companies**.

# MEGATREND'S FOLLOWERS.

## FINTECH

Market Size  
**\$698B**  
by 2030



## INSURTECH

Market Size  
**\$159B**  
by 2030



## AI

Market Size  
**\$1582B**  
by 2030



## IOT

Market Size  
**\$4422B**  
by 2030



## 5G

Market Size  
**\$798B**  
by 2030












































## SUSTAINABILITY

Market Size  
**\$75B**  
by 2030



# VERTICAL ACCELERATION PROGRAMS WITH AN HOLISTIC ECOSYSTEM APPROACH .

				DM CO-INVESTORS	PARTNERS
<b>SUSTAINABILITY/YOUMAN</b> <b>10 STARTUPS / YEAR</b> Magic YouMan	<b>First Mover in Italy</b>	Setup (2nd batch)	(up to) <b>200 k€</b> / startup  <b>150+</b> yearly dealflow		
<b>PROPTech</b> <b>10 STARTUPS / YEAR</b> Habitech-italia.com	<b>First Mover in Italy</b>	running	(up to) <b>200 k€</b> / startup  <b>150+</b> yearly dealflow	  NovaCapital 	   
<b>FINTECH &amp; INSURTECH</b> <b>8 STARTUPS / YEAR</b> finplustech.eu	<b>Leading EU Accelerator</b>	running	(up to) <b>300 k€</b> / startup  <b>300+</b> yearly dealflow	    Fintech District	        Banca CF+  
<b>IoT / 5G</b> <b>8 STARTUPS / YEAR</b> magicspectrum.digitalmagics.com	<b>First Mover in EU</b>	Closed	(up to) <b>300 k€</b> / startup  <b>150+</b> yearly dealflow	      	    
<b>ARTIFICIAL INTELLIGENCE</b> <b>8 STARTUPS / YEAR</b> Magic Mind	<b>First Mover in Italy</b>	setup	(up to) <b>150 k€</b> / startup  <b>150+</b> yearly dealflow	      	

## Pioneering European vertical accelerators

Spearheading the development of Italy-based startups in specific industry/tech, leveraging Italy's investment boosters and current dynamic position in the VC market

## Ecosystem approach

Our vision is to establish centres of excellence and vertical hubs working together with all players in the relevant ecosystem, that grant the accelerators deep technical, investment and market expertise, experience and access to best services / technology

# Development Strategy.

Our vision is to make sustainability concrete through innovation

**Our aim is to set up 20–25 acceleration programs between 2021–2025, investing in 150–200 start-up** in the sectors of choice in the European venture capital market that match Digital Magics' skills and expertise in generating value.

The industrial role of **Digital Magics foresees an increase in the team dedicated** to supporting the start-ups participating in the acceleration programs and present in the portfolio: we expect to grow from **8 to 18 team members by 2025.**

**Digital Magics' development strategy for the next few years is focuses on the creation of vertical acceleration programs in high-potential sectors,** for the selection of the best start-ups to join the portfolio.



# 2021 Sustainability Report.

Our willingness to configure ourselves as sustainable player is strong by confirming our daily work with the publication of **the second Sustainability Report**

The acronym B.E.S.T. coined by us in 2020 represents our mission in terms of well-being (Work-life-balance), ethics, sustainability and technology



B.  
E.  
S.  
T.



# OUR IMPACT.

Environmental, Social, Governance

**DM's business is to  
promote employment,  
digitalization, green  
transition and inclusion**



**33%** Increase in hiring



**21 tCO<sub>2</sub>e**  
Emissions GHG Scope 1/Scope 2 in  
2020



**0,212 tCO<sub>2</sub>e/nr.**  
Workdesks GHG Scope 1/Scope 2  
emissions index in 2020



**309 Gjoule**  
energy consumption in 2020



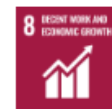
**3,09 GJ/nr. postazioni**  
Energy consumption index in 2020



**4** woman in the BoD of 12

# MAGIC YOU MAN.

La nostra *vision* è rendere  
concreta la sostenibilità  
attraverso l'innovazione



## Why us

First successful edition in 2021, dedicated to companies based, or willing to move, in Lazio Region. First accelerator in Italy vertically focused on Sustainability startups.

7

co-investments

in sustainability startup +1 follow-on upcoming

1,2m€

invested in backed startups

100+

startups' dealflow



Thank you

