Interreg Europe

Co-funded by the European Union

UnicornQuest

DOSSIER

4th UNICORNQUEST INTERREGIONAL LEARNING MEETING

Genoa, Italy

10-11 October 2024

Interreg Europe

Co-funded by the European Union

UnicornQuest

Table of contents

Introduction	**3**
4th Interregional Learning Event Summary	**5**
Event agenda	**6**
Opening session	**9**
First round of presentations and Startups pitch	**10**
Visit to Chamber of Commerce Genoa and second round of presentation	**13**
Second site visit in Genoa Blue District and seminar on Forest Assessment	**15**
Consortium meeting, Workshop for the selection of 15 GPs, UnicornQuest communication, FILSE's BIC incubator	**17**
Visit to Italian Institute of Technologies labs	**20**

Introduction

UnicornQuest aims to build entrepreneurial ecosystems by promoting, attracting, and retaining to-be-unicorns thriving under EU principles and values, such as respect of human rights, freedom, democracy, and equality. This project arises from the need to reduce the exodus of promising start-ups and unicorns from Europe, especially the regions outside the capitals, which results in losses in terms of job creation, intellectual property and more. As such, the project is focused on learning and experience sharing activities, regional assessments and peer analysis and review of real cases to delineate strategies to improve regional policies which influence SME competitiveness and the retention and attraction of entrepreneurial talent.

PROJECT PARTNERS

- Science and Technology Park of Alentejo (PACT) (PT)
- Slovak Innovation and Energy Agency (SK)
- Western Development Commission (IE)
- Innovation & Management Centre Limited (WestBIC) (IE)
- North-West Regional Development Agency (RO)
- Business Development Friesland Foundation (NL)
- Liguria Region (IT)
- Zemgale Planning Region (LV)
- Pannon Business Network Association (HU)

- Hauts-de-France Regional Council (FR)
- EuraTechnologies (FR)
- Foundation for Management and Industrial Research (MK)
- Vojvodina Development Agency Ltd. Novi Sad (SR)

4th Interregional Learning Event Summary

On the 10th and 11th of October 2024, the Liguria Region hosted the fourth UnicornQuest meeting, which brought together the UnicornQuest project partners and some local and regional stakeholders.

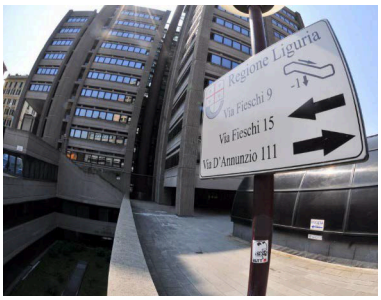
The first day started with welcome speeches by the Liguria Region and the Lead Partner PACT, followed by the first round presentations and Startups' pitch. In the afternoon, the visit to the Chamber of Commerce took place. UnicornQuest project partners and stakeholders had the opportunity to meet local startups both in the morning and in the afternoon. The first working day ended with a visit to Genova Blue District, where the Interregional thematic seminar on Forests Assessment was held. In the evening, Liguria Region organised a dinner with all partners.

The second day of the Event took place in FILSE Incubator building and started with the Consortium meeting, followed by the Workshop for the selection of 15 Good Practices. The morning ended with a FILSE presentation and the Genoa Incubator's activity. This day of the Event ended with a visit to the Italian Institute of Technologies located in Genoa Erzelli.

Event agenda

DAY 1 (October 10th 2024)

Main venues : Liguria Region building, Chamber of Commerce Genoa, Genoa Blue District



9h15 - 9h30 – Welcome coffee and registration

9h30 - Institutional welcome
Alessio Piana - Councillor for Economic Development of Regione Liguria

9h45 – The Smart Specialization Strategy of Liguria Region
Marco Rolandi - Responsible for Interreg Programmes of Regione Liguria

10h00 - 12h00 – Roundtable
Partners' and regional key stakeholders' presentation

12h00 - 13h00 - Startups'pitch
Presentation by:

- Buddyfit;
- Hiro Robotics;
- Netalia;
- Hodlie;
- Rewing.

13h10 - 14h15 – Networking lunch (at Talent Garden Genova)

14h15 - 14h30 – Transfer from Liguria Region HQ to Chamber of Commerce Genoa

14h30 - 15h00 – Presentation of Chamber of Commerce of Genoa's services and activities

15h00 - 15h30 - Presentation of University of Genoa's technology transfer activities and startups/spin off experience

15h30 - 16h00 – Transfer from Chamber of Commerce Genoa to Genoa Blue District

16h00 - 17h30 – Interregional Thematic Seminar on Unicorn Forests Regional Assessments
17h30 - 19h30 - Free time

19h30 – Partnership Dinner at Montallegro Restaurant
Genoa Righi, with funicular transfer

DAY 2 (October 11th 2024)

Main venue: BIC Genova - FILSE incubator, Italian Institute of Technologies labs

8h30 - 9h00 - Movement to the BIC by bus shuttle

9h00 - 9h30 – Welcome coffee and registration

9h30 - 10h00 – Consortium meeting

10h00 - 11h15 – Workshop for selection of 15 GPs

11h15 - 13h00 - Presentation of BIC Genoa's activities and start-ups experiences, with a tour of the incubator

13h00 - 14h00 – Lunch

14h00 - 14:30 - Moving to the IIT labs

14h30 – 16h30 – Visit of the Italian Institute of Technologies
Presentation of technology transfer activities and startups/spin off experience

16h30 - 17h00 – Return to Genoa center with bus shuttle and closing of the Event

Opening session

The first day took place at Liguria Region premises. After institutional greetings by the Liguria Region Councillor for Economic Development Alessio Piana, Marco Rolandi - as a representant of Liguria Region as UnicornQuest project partner - briefly introduced the agenda and the objective of the 4th Interregional Learning Event. Pietro De Martino from FILSE (Ligurian Finance for Economic Development) welcomed the participants and introduced Italian stakeholders. This section was followed by a welcome speech by Soumodip Sarkar (lead partner PACT) and a presentation of the Liguria Region Smart Specialization Strategy by Marco Rolandi (Liguria Region responsible for Interreg Programmes).

First round of presentations and Startups pitch

This session of the first day's agenda consisted of a roundtable, in which all the partners and their stakeholders presented themselves. At first, the two newcomers became partners in the project, specifically Foundation for Management and Industrial Research from North Macedonia and Vojvodina Development Agency Ltd. Novi Sad from Serbia presented themselves and their organizations. Each partner and stakeholder involved had 3-5 minutes to introduce themselves to the audience.

After that, also the Liguria Region stakeholders presented their activities and objectives. There was Giuliana Bottino - **Genoa Municipality** , Maria Nives Riggio - **FILSE**, Paolo Marchesini - **Genoa Ventures**, Monica Nolo - **Ligur Capital**, Valentina Franchini - **RoboIT**, Cristina Battaglia - **RAISE**, Giacomo Benedetti - **START 4.0**, Pietro Mondini - **Vesper Holding**, Francesca Picasso - **WyLab**.

After the stakeholder presentations, it was time for the start-ups.

Gianluca Sommariva presented **Hodlie**, a go-to platform for a smart approach to cryptocurrency trading. This platform uses AI technology to dynamically manage and mitigate the risks associated with cryptocurrency trading. The platform continuously analyzes vast amounts of market data and trading signals to make informed decisions and adjust strategies in real time (operating 24/7). Tomaso Manca presented **Hiro Robotics**, a startup dedicated to using the power of industrial technologies to finally change what has remained unchanged for decades in electronics consumption and disposal. This company then aims to leverage the power of industrial robotics and artificial intelligence to pioneer innovative solutions in the e-waste recycling sector ensuring that the devices we use today don't harm us in the future. Edoardo Napoli presented **BuddyFit**, the first fitness app designed for the families, who offers a service accessible to everyone, from children to older and less active people. This startup has two studios in Milan and Barcelona, but the headquarter are in Genoa and then in the territory of the UnicornQuest project. Heidemarie Haupt presented **Netalia**, a platform for the aggregation of capacities and services at the center of a value-added supply chain, exclusively proposing a public cloud model: scalable, multi-tenant, pay-as-you-go, secure by design, it minimizes data protection risks and solves the issue of technological obsolescence at its root, ensuring maximum sustainability. Jacopo Zenzeri presented **Rewing**, spin off of Italian Institut of

Technology, their solutions drive the rehabilitation process from hospital to home combining robotics and AI.

At the end of each presentation, the participants had the opportunity to ask questions in an open discussion. Every question was answered by the startups representatives.

The morning of work concluded with the partnership deplacement to Genoa Talent Garden (TAG), located in Baltimora gardens.

Genoa Talent Garden is a coworking, it is part of the European network of Talent Garden coworking spaces. Since 2022, the new campus has been open in the Baltimora Gardens of Genoa, where Talent Garden leads a group of companies (Genova Industrie Navali S.p.A. and a consortium of food businesses) that have taken over the entire neighborhood to create a greentech park dedicated to the values of sustainable enterprise and the promotion of technological culture and innovation.

During the networking lunch Riccardo Prosperi, Genoa Talent Garden, presented their startups: Foresee biosystems, Abit, Oxyera, Mallei.

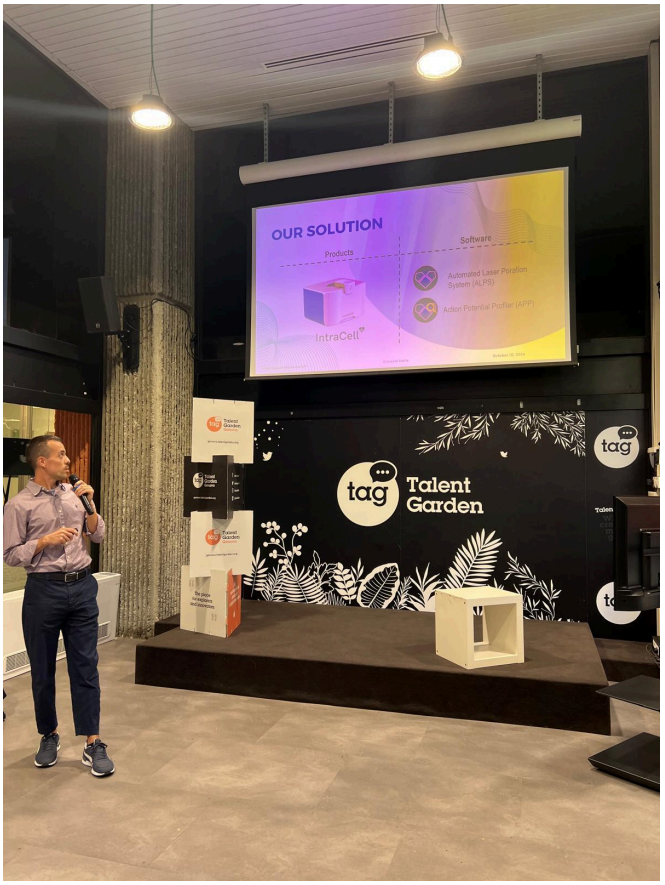
Foresee Biosystems, start-up of the Italian Institute of Technology (IIT), develops innovative solutions for the assessment of in-vitro cardiotoxicity. Their products are based on a new patented LASER-based technology that allows simultaneous recordings of action potentials from thousands of cardiomyocytes, offering unprecedent electrophysiological measurements with high quality, high parallelization and extreme reliability.

Abit, innovative startup, produce the software for maintaining functional biodiversity in

agricolture. The startup introduce a new concept of support systems for farmers by combining the analytical and predictive capabilities of artificial intelligence with biodiversity.

Oxyera is an innovative startup that has developed a digital platform designed to facilitate access to pharmaceutical services, enhancing the interaction between pharmacies and consumers.

Mallei is a new enterprises that support companies in B2B commercial development in both domestic and international markets, leveraging expertise in sales management and digital marketing.



Visit to Chamber of Commerce Genoa and second round of presentation

The second part of the working day was held in the Chamber of Commerce of Genoa, in the historical and magnificent building on via Garibaldi 4. In this place, it was described the role that CCIAA plays in favor of startups and SMEs in general in the region.

CCIAA presented their service called PID - The Digital Business Points dedicated to promoting digital culture and practices among MPMIs (Micro, Small, and Medium Enterprises) across all economic sectors. In addition to the network of "physical" points, there is a "virtual" network that utilizes a wide range of digital tools: specialized websites, forums and communities, and the use of social media.

Another service that CCIAA presented it is CLP - Ligurian Center for Productivity, Agency of the Chamber System, it has been offering quality training services and technical and management consulting, supporting both existing businesses and those who dream of becoming entrepreneurs.

This was followed by a presentation by the University of Genoa, with particular reference to the technology transfer activities and the startups/spin-off experiences.

In particular during this section Univerty of Genoa presented four spin off: Gter, Inspire, BEST and Airfield Security.

Gter operates in the fields of metric and thematic surveying, spatial analysis, and training. The products and services offered are based on innovative solutions concerning precision positioning using GNSS methodology and entirely Open Source GIS & WebGIS applications, aimed at the analysis of spatially referenced territorial data. The activities also include technical support for all provided products, both on-site and remotely. Additionally, surveying, monitoring, processing, rendering, and metric and/or thematic analysis activities are carried out for both land and structures or objects of different entities, including issues related to reference systems.

Inspire is a company founded with the goal of designing, developing, and creating highly innovative solutions in the field of control and management systems for collaborative drone swarms. The company's core business focuses on the project called M.A.R.S. (Multiple Airdrones Response System), which includes the development of a patented platform for the

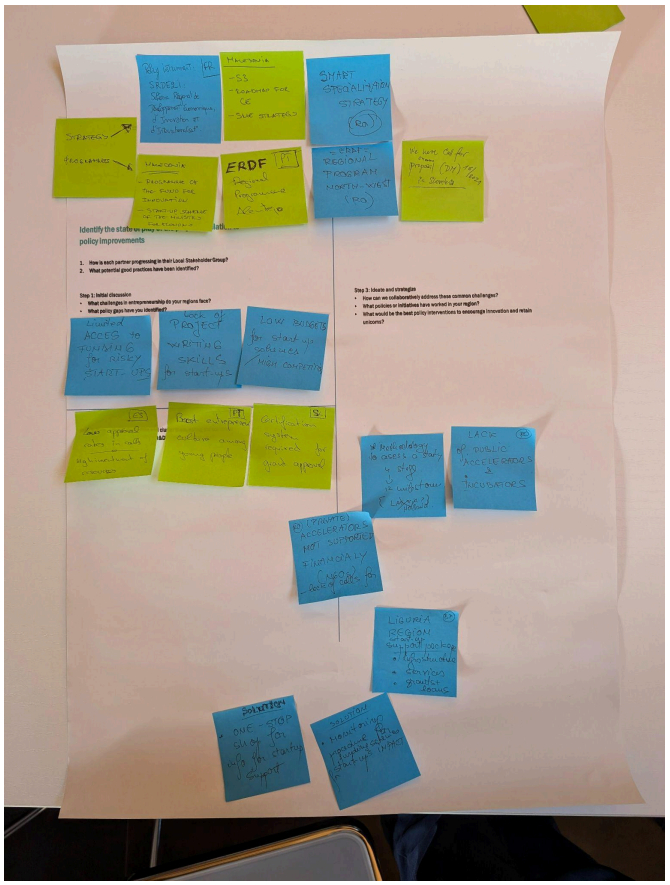
management and use of collaborative drone swarms in an extended mode.

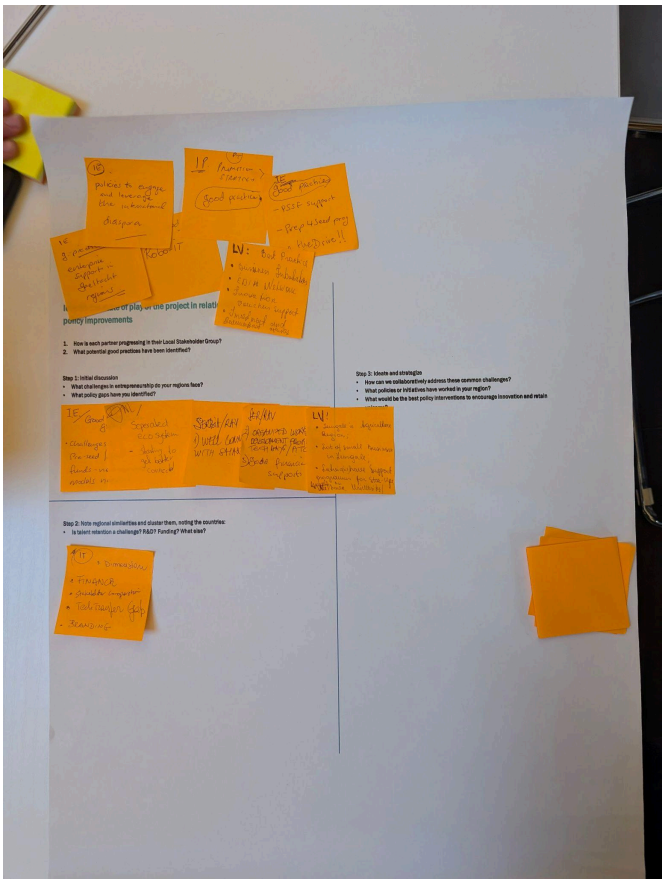
Best proposes a new product idea for symbiotic agriculture in liquid formulation. The company focuses on formulating innovative products for agriculture and plant care, while respecting environmental sustainability in the design, development, and scale-up of production facilities for agricultural products.

AIrFIELD Security is a company that provides solutions for cybersecurity monitoring through network traffic analysis. AIrFIELD's solutions offer visibility directly into field communications, including Fieldbus protocols and serial communication, detecting physical anomalies, faults, and cyberattacks, including those that do not occur through traditional lateral movements on the IT network.

Second site visit in Genoa Blue District and seminar on Forest Assessment

The participants then walked through the city center and reached the Genova Blue District, a district dedicated to the Blue Economy that integrates the maritime chain, hi-tech, business and tourism and acts as an engine for the development of the city of Genoa. It is a nerve center for the entire Blue Economy, not only related to the port but also to Genoa's entire maritime and logistic chain. In this place, the UnicornQuest team held the interregional thematic seminar on Unicorn Forests Regional Assessments, under the leadership of the lead partner PACT. After the last part of the first day's agenda, the participants continued with dinner at Montallegro restaurant, a place with a panoramic view of Genoa city reached by funicular railway.


SMART SPECIALIZATION STRATEGY
ERDF
LOW BUDGETS
LACK OF PUBLIC ACCELERATORS & INCUBATORS
LIGURIA REGION
SOLUTION
ONE-STOP


policy improvements
Step 1: Initial discussion
Step 2: Note regional similarities and cluster them, noting the countries:
Step 3: Ideate and strategize

Consortium meeting, Workshop for the selection of 15 GPs, UnicornQuest communication, FILSE's BIC incubator

In the morning of the second day, the partners traveled by shuttle bus from the center of Genoa to the FILSE incubator, located in Genoa Campi. The first item on the agenda was the Consortium meeting, with the participation of Americo Mateus for the part of the case study, led by the lead partner PACT. This part was strongly intertwined with the second part of the morning's programme, the Workshop for the selection of the 15 good practices in the UnicornQuest project.

A part of this block of the agenda was also dedicated to the project's communication, with a presentation by Andrea Enyingi-Kurucz. She illustrated the communication activities and shared with the partners a document with the social media plan. Andrea asked to UnicornQuest partners to start to think about the local actors – start-ups, soonicorns of the CASE studies and local stakeholders - who can be invited for a short video interview in period 4 and 5 of the project.

After that, Pietro De Martino and Maria Nives Riggio presented to the partners the role of FILSE for the economic development of the Ligurian region and illustrated what the BIC (Business Innovation Center) is today and how it supports startups in the region. Afterwards, a number of startups that have benefited from the FILSE's services were presented to the partners, before proceeding with an actual tour of some of the realities that work in the incubator on a daily basis.

SWARD provides a complete R&D solution, from problem analysis to project execution going though the design, prototyping and development of the product.

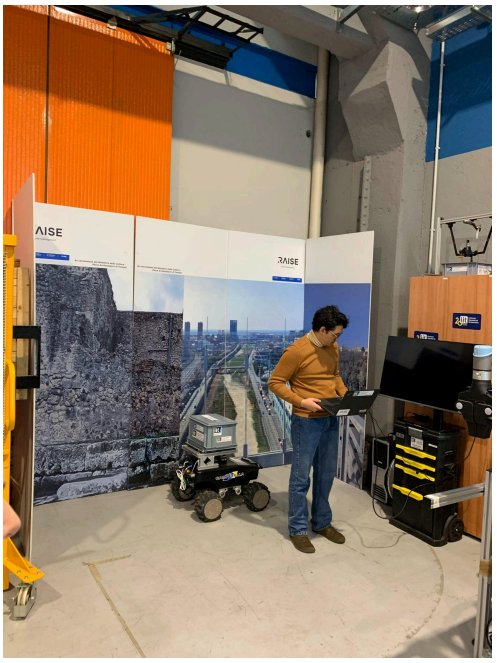
React4life advance disease knowledge and drug testing by MIVO® technology, the next generation of effective in vitro 3D fluid-dynamic assays.

Abdel Ganir Njikatoufon aspiring entrepreneur connected to the University of Genoa who aims to work on creating energy communities in developing countries.

During each of the morning sessions there were interactions and questions from partners and their stakeholders.

UnicornQuest

B2B success story: Service Station 4.0



SEMESTER 3-4
PBN and LP
With PP contribution
SLIDE 5
Our communication actions
CASE STUDY PRESENTATIONS - VIRTUAL
Video OR podcast
• NOV 2024 - JULY 2025
• I propose 1 CASE by partner region
• 1 / months in general
• NOV – PACT
• DEC – PBN
• JAN – WDC and WESTBIC
• FEB – SIEA
• MARCH – NWRDA
• APRIL – BDF
• MAY – Liguria R
• JUNE – Zemgale R
• JULY - HFRC and EuraTech
VIDEO FORMAT
TECHNICAL DETAILS
• Recorded with phone of camera
• Common project intro
• 5 genera questions to be answered in max 5-8 minutes
CONTENT
- Introduction
- Challenge to be solves
- Solution
- Supported policy instrumenst
Creating communication materials
(1) Forest assessment INFOGRAPHICS
CM
(2) CASE STUDY presentatio
PP
Short article
Podcast
Video interview
CM
PP
(3) Policy makers, LSG me
Podcast | Video interview
CM
PP
POLICY MAKERS – Local ACTORS
Video OR podcast
• NOV 2024 - MARCH 2025
• 5 on project base - TBD
• 1 / months in general
• Discovery partners are welcome

Visit to Italian Institute of Technologies labs

The afternoon of the second day was dedicated to visiting the Italian Institute of Technologies (IIT) laboratories located in Genoa Erzelli, the city's technology hub. In this venue, another round of presentations was held, with particular reference to the IIT technology transfer activities and start-ups / spin off experience.
During this section IIT presented:

Genoa Instruments develop and commercialize innovative instrumentation for the super-resolution optical microscopy market. The goal is to revolutionize the optical imaging market with a new microscope capable of making super-resolution accessible to all research centers.

SoBu is an application that offers a range of interactive multisensory motor games designed for visually impaired children. Currently, children with visual disabilities lack play tools that encourage interaction with others while also stimulating the development of movement and social relationships. SoBu aims to fill this gap by providing an inclusive and fun experience that promotes the motor and social development of visually impaired children.

Sea Mater business idea

The afternoon of work continued with a tour of the IIT offices and laboratories, where it was shown the activities that are carried out on a daily basis and where partners and stakeholders were able to ask questions and receive answers to clarify any doubts. After this visit, the partners were escorted back to the city center and the work of the 4th Interregional Learning Event was officially concluded.

Thank you!