

MAGIC WAND FINTECH, INSURTECH, BLOCKCHAIN AND CYBERSECURITY

Digital Magics launches "Magic Wand": the acceleration programme in Italy for the Fintech and Insurtech, Blockchain and Cybersecurity start-ups

Milan, 4 November 2019 - Digital Magics, *business incubator* listed on AIM Italia of Borsa Italiana, launches "**Magic Wand Fintech, Insurtech, Blockchain and Cybersecurity**", the third edition of **the acceleration programme** aimed at selecting, supporting, and investing in the most promising Italian start-ups in the Fintech and Insurtech sectors, extending its target to all the innovation related to the world of information security and blockchain.

Magic Wand is aimed at *early stage* start-ups that are developing innovative and original businesses and have the prospect of becoming the best companies on the market. The programme will allow the selected start-ups to benefit from the participation of important mentors and advisors from the financial and corporate world, as well as from cash grants useful for the development of the project, while the finalists will have the possibility of accessing investment from Digital Magics.

The aim is to create an **international centre of excellence dedicated to the themes that focus on Fintech, Insurtech, Blockchain and Cyber Security**, as well as to create a strong **system alliance with the most important market players**.

The 8 most important partners in the acceleration programme are **BNL Gruppo BNP Paribas, Credem Banca, Innogest, Poste Italiane, Online SIM Gruppo Ersel, SisalPay, Reale Group and TIM**.

The **Fintech District**, gateway to the Italian Fintech ecosystem, is an ecosystem partner and attracts the biggest national and international stakeholders, advocating itself as the team to contact in order to co-create with start-ups in the industry. **Fintastico.com**, a recent addition to Digital Magics' start-up portfolio, **will be the** Media Partner of the Programme.

"2018 was a record year for investments in Fintech. Growth recorder by CB Insights was 120%, rising from \$18 billion to \$40 billion in investments by venture capital and Insurtech is beginning to show great effervescence. Italians were not to be outdone and in 2018 received interest by investors: according to the network data available and revised, a total of approximately €198.65 million was collected, an amount 4 times higher than in 2017.

For this reason, we have decided to make a new acceleration programme dedicated to these important sectors of the B2B and B2C services economy, following the great success of the previous edition," said Layla Pavone, Digital Magics Chief Innovation Marketing and Communications Officer.

Among all the ideas received by the 18th of December 2019 to the link <http://magicwand.digitalmagics.com>, **10 projects** will be selected to begin on January 2020 an acceleration path of 5 months, at the Milan headquarters of the incubator, Digital Magics.

The start-ups will be monitored by a **team of experts who** will support the start-ups and partners in carrying out the project, and by **Digital Magics's industry mentors**, with regular meetings to oversee growth and to develop and improve the business model until the "go to market" stage.

After the first two months of acceleration there will be a second selection that, based on the results achieved, will elect the **6 best start-ups**; these will have access to the second phase of the acceleration programme, for a period of 3 months, as well as an investment of up to **€150,000**. At the end of the programme, the 6 finalist start-ups will be the protagonists of an **exclusive event attended** by the biggest **Italian and international investors** with the opportunity to be part of the incubator Digital Magics.

Digital Magics, listed on AIM Italia, is a business incubator that supports start-ups in the Tech world with services to strengthen and accelerate digital business. Digital Magics, Talent Garden and Tamburi Investment Partners have created the biggest national innovation hub for DIGITAL MADE IN ITALY, offering support to innovative start-ups so they can create successful projects, from the conception to the IPO stage. Digital Magics has always been a partner of excellent companies with its Open Innovation services, creating a synergic bridge between companies and digital start-ups.

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