



## BESTEST, INTRIBE, TRANSACTIONALE AND WORK WIDE WOMEN ARE THE WINNERS OF *MIA – MISS IN ACTION*: ITALY'S FIRST ACCELERATOR FOR INNOVATIVE *FEMALE* STARTUPS AND SMES

The successful female digital neo-entrepreneurs will have access to the acceleration program, created by **Digital Magics, BNP Paribas International Financial Services, BNP Paribas Cardif, Findomestic, Arval Italy and BNL Group BNP Paribas** under the patronage of the Municipality of Milan

[www.missinaction.it](http://www.missinaction.it)

Milan, 22 February 2019 - **BESTEST, InTribe, Transactionale and Work Wide Women** are the winners of the *MIA – Miss In Action* accelerator. In a few days' time, the 4 selected startups **will be able to start accessing the acceleration program created to support female digital talent** and help increase the feminine presence in the Italian innovative ecosystem. The 4 rising stars of *female* technological entrepreneurship will have access to 3 months of dedicated training and development of products and services, 2 months for the creation of a ready to market prototype and the final event, when the results will be presented to the investors.

**163 teams of new entrepreneurs applied** to participate in *MIA – Miss In Action*. The projects were largely concentrated in the following sectors: tourism, marketing and communication, culture and entertainment, health, fashion, food, education and childhood. The 5 Regions with the most applicants were: Lombardy, Lazio, Emilia Romagna, Campania and Tuscany.

The **10 finalists** presented their innovative projects yesterday evening during the *MIA – Miss In Action Innovation Day* in the creative and cultural space at the Fabbrica del Vapore in Milan, describing their ideas, stories and business models with creativity and passion to jury of experts, who selected the winning candidates.

### **The 4 winners of MIA – Miss In Action**

**BESTEST** (developed by the M2TEST start-up) is the new diagnostic method for analysing human bone structure for medical-scientific purposes. The BEST test (Bone Elastic Structure Test) is able to improve the diagnostic accuracy of osteoporosis and bone fracture risk in patients by simulating the effect of applying forces to a "virtual bone architecture biopsy", obtained from x-ray images.

**InTribe** develops *customer insight data intelligence* projects to generate sophisticated analyses of the needs, lifestyles, habits and trends of consumers. Through the use of *gamification* activities (games and contests) employing Artificial Intelligence and machine learning technologies, InTribe renders participation in market surveys both interactive and engaging.

The **Transactionale** platform (developed by the startup Flyer Tech) provides a new tool for e-Commerce sites, enabling them to: reach new customers and retain existing ones, rewarding and monetising them thanks to the



under the patronage of the Milan City Council.





use of Big Data and machine learning technologies. The system is based on the creation of co-marketing campaigns between similar and non-competitor e-Shops, for example, by including a link to a promotional offer from another partner in a purchase confirmation e-mail.

**Work Wide Women** is an innovative social project focused on including women in the ICT sector. The first social learning platform dedicated to providing women with training in digital skills, new technologies and the professional skills of the future, working together with women and companies to create mutual opportunities for employment and growth.

The *MIA – Miss In Action* jury was made up of Digital Magics, the BNP Paribas Group Companies and **7 top managers, women entrepreneurs, business angels, institutional representatives**: Anna Amati, META Group Vice President and IAG member; Frieda Brioschi, entrepreneur and Professor at the IED; Roberta Cocco, Assessor for Digital Transformation and Civic Services, Municipality of Milan; Alessandra Gritti, Chief Executive Officer at Tamburi Investment Partners; Sandra Mori, President of Valore D and Data Privacy Officer at Coca-Cola Europe; Valentina Parenti, Co-Founder and General Manager of Gamma Donna and Fausta Pavesio, Business Angel and Investor Board Member at Smartup Capital.

*MIA – Miss In Action* is an initiative of **Digital Magics**, the most important incubator of "Made in Italy" digital startups active in Italy, developed in partnership with **BNP Paribas International Financial Services, BNP Paribas Cardif, Findomestic, Arval Italy and BNL Group BNP Paribas**.

**For further information:**

**Digital Magics** – Press Office

Giorgio Bocchieri - Mail: [giorgio.bocchieri@digitalmagics.com](mailto:giorgio.bocchieri@digitalmagics.com)

Tel. 02 52505202 – Mobile 334 6853078

**Digital Magics**, listed on AIM Italia (symbol: DM), is a business incubator which supports the startups of the Tech world with services for the enhancement and acceleration of digital business. Digital Magics, Talent Garden and Tamburi Investment Partners have created the most important national innovation hub for DIGITAL MADE IN ITALY, offering innovative startups the support to create successful projects, from concept to IPO. Digital Magics has always been a partner of excellent companies with its Open Innovation services, creating a synergistic bridge between companies and digital startups. Incubation and acceleration services by Digital Magics are active on Talent Garden coworking campuses throughout Italy. Complementary to services are investment activities, which over the years have produced a portfolio of over 70 investments in startups, scaleups and digital spinoffs with high growth rates. Accelerated companies are joined by the Digital Magics team, partners with great entrepreneurial and digital experience, and benefit both from the wide network of private and institutional investors which support them through the "club deal", and from the many partner companies which support them at the industrial level.

**BNP Paribas International Financial Services** (BNP Paribas IFS) incorporates the following activities, at the service of Individual, Private, Corporate and Institutional Clients:

- **Personal Finance**, with **Findomestic**, which offers consumer finance solutions
- **Insurance**, with **BNP Paribas Cardif**, which offers savings and insurance protection solutions to individuals
- **Asset Management**, with **BNP Paribas Asset Management** and **BNP Paribas Wealth Management**
- **Real Estate**, with **BNP Paribas Real Estate**, European leader in commercial real estate which offers a comprehensive range of services that span the entire real estate lifecycle

One of the main international growth driver of the Group, BNP Paribas International Financial Services' operations are major contributors to BNP Paribas's earnings with 85,000 employees in more than 60 Countries.

**BNP Paribas Cardif**

World leader for creditor insurance\*, BNP Paribas Cardif plays an essential role in the lives of insured customers, providing them with savings and protection solutions that let them realize their goals while protecting themselves from unforeseen events. As a committed enterprise, BNP Paribas Cardif strives to have a positive impact on society and make insurance available to the largest possible number of people. In a world shaped by the emergence of new uses and lifestyles, the company, a subsidiary of BNP Paribas, has a unique business model anchored in partnerships. It co-creates solutions with almost 500 partners distributors in a variety of sectors (banks and financial institutions, automotive companies, retailers, telecommunications companies, energy companies, Independent Financial Advisors and brokers...) who then market the products to their customers. BNP Paribas Cardif is a recognized global specialist in personal insurance,



under the patronage of the Milan City Council.





serving 100 million clients in 35 countries with strong positions in three regions – Europe, Asia and Latin America. BNP Paribas Cardif also plays a major role in providing financing for the economy. With over 10,000 employees\*\* worldwide, BNP Paribas Cardif had gross written premiums of €29.7 billion in 2017.

Follow the latest news about BNP Paribas Cardif Twitter: @bnpp\_cardif

**Findomestic Banca** operates for over two million customers offering credit, insurance and savings solutions. Present throughout Italy, Findomestic inspires its activities to the principles of social responsibility, promoting a sustainable and responsible approach to credit, to develop a long-term relationship with clients, partners and stakeholders. 100% owned by BNP Paribas Personal Finance, Findomestic is part of the BNP Paribas Group which is present in more than 70 countries, with over 189,000 employees, of which over 146,000 in Europe.

#### **Arval Italy**

Since 1995, Arval Italy is specialized in full service vehicle leasing and mobility services, and has been leader in the Country for over 20 years. The company's total leased fleet adds up to more than 200,000 vehicles, guaranteeing mobility solutions to over 40,000 Clients in Italy. Service quality and expert advice, the foundations of Arval's customer-centric promise, translate into tailored and innovative solutions to optimize the mobility needs of all its Clients – individuals, SMEs, professionals, large corporates, and their employees.

**BNL**, with over 100 years of activity, today is one of the Italy's leading banking groups and one of the most-known brands as well. With around 1000 stores throughout the country - Branches, Private Banking Centres, Business Centres "Creo per l'Imprenditore", Corporate Centres and Public Administration - BNL offers solutions, products and services, both traditional and more innovative, aimed to individuals, companies and institutions. Since 2006 BNL has been part of BNP Paribas, an international banking group, present in more than 70 countries with over 198,000 employees, more than 145,000 of whom placed in Europe where it has four domestic markets: Belgium, France, Italy, Luxembourg. BNP Paribas holds a key position in two of the major business areas: Retail Banking & Services and Corporate & Institutional Banking.



under the patronage of the Milan City Council.

