

Fastweb is the main sponsor of InnoVits at the Global Entrepreneurship Congress 2015

*Milano Congressi Via Spinola 9
Milan , 16 - 19 March*

Milan, 13 March 2015 - Fastweb is the main sponsor of InnoVits, the non-profit association founded in Milan in 2010 with the aim of stimulating new business development promoting dialogue and discussion between startupper and managers. InnoVits will be present with a stand at the **Global Entrepreneurship Congress**, taking place in Milan from the 16th to the 19th of March.

The International Summit offers a rich programme over four days and companies, investors, researchers, opinion leaders and policy makers will be encouraged to discuss all aspects of innovation, new business models and entrepreneurial perspectives.

"The mission of InnoVits is to foster innovation by promoting collaboration among managers and startups" said Roberto Sapio, President of InnoVits. "Since 2010 we aimed at building a cultural bridge between the corporate world and startups leveraging the best of the two cultures: the experience of managers in managing an established company and the agility of entrepreneurs. During GEC2015 InnoVits will give an essay of the work carried out, with passion, during all these years, and the skills and expertise that we make available to the innovation ecosystem".

During the days of GEC2015, InnoVits will organize three major events to explore the fusion between new philosophies, practices, methodologies and innovative approaches from the world of startups and a more traditional management.

In detail: on **Tuesday, March 17 at 14:30**, the panel discussion "**Established firms and Startups: the corporate entrepreneur's role**" will explore the application of startup methodologies into consolidated companies.

On **Wednesday March 18 at 16:00** during the "**Final Startup Competition 2015**" five finalists startups selected in the acceleration process of InnoVits will present their innovative projects giving elevator pitches (brief speech of presentation) and will be judged by a committee of risk investors, business angels and managers evaluating design ideas and business models sustainability.

The following five startups will compete for the podium: **100kmdaMilano**, the portal that provides a unique web experience collecting hundreds of one-day unconventional and luggage free itineraries within 100 kilometers from Milan; **Driver2Home**, the service that provides a unique driver service experience to bring customers home in a safe and relaxing way by their own car; **Endo -SIGHT**, the solution that provides a 3D Augmented Reality navigation system able to guide surgeons and clinicians with extremely high precision inside the human body; **MySchoolLAB**, the web site that provides an open learning platform for scientific and technical subjects based on an innovative semantic

search engine and **Vicinidicasa**, the service that provides a unique online social marketplace that helps neighbours to connect reliably.

Then, **on Thursday March 19 at 14:30** the workshop entitled "**How to effectively evaluate new business ideas, based on your innovation appetite**" will explain the methods and models for evaluating business ideas in a continuous interaction with the audience.

"Fastweb supports InnoVits at GEC2015, one of the most important international events for the development of new entrepreneurship, because we believe in innovation and in the development of digital culture," said Federico Ciccone, Chief of Marketing and Customer Experience Officer of Fastweb. "The collaboration with InnoVits testifies the interest and commitment of Fastweb in the initiatives encouraging the development of innovation and digital culture, marking our distinctive role in facilitating the transition of people and companies towards a digital lifestyle."

For Information:

InnoVits Press Office

Alberto Monterosso
Mobile +39 348 44 24 208
alberto.monterosso@innovits.it

Press Office Fastweb spa

Roberta Dellavedova
T. +39 02 4545 4365
roberta.dellavedova@fastweb.it

InnoVits

InnoVits (www.innovits.it) is an organisation of passionate managers and entrepreneurs that collaborate to foster innovation and create opportunities for professional growth. Since its establishment in 2010 in Milan, InnoVits is building a cultural bridge between corporates and startups by leveraging the best of the two worlds: the experience of managers in running a structured company and the agility of startupper. Today InnoVits counts more than a hundred people, mainly located in Italy, working together with enthusiasm on startup projects with the objective to bring them to an adequate development level to present them to the investor community. As a result of its activity, InnoVits has put together a set of skills and competences that makes available to the innovation ecosystem by means of workshops, seminars, and tailored support.

FASTWEB

Thanks to its 2.07 million customers, FASTWEB is one of the main telecommunications providers in Italy. The Company offers a wide range of integrated internet and voice services, both fixed and mobile, to families and small businesses. FASTWEB offers advanced telecommunications and ICT services, such as housing, cloud computing, security and unified communications to the business segment, public administration, large enterprises, SMEs, professionals, universities and research centres. Since its foundation in 1999, the Company has focused on innovation and network development in order to offer maximum service quality to its broadband customers. FASTWEB has developed a 37,500 km fibre optic network in Italy and reaches approximately 50% of the Italian population with its network. At present, FASTWEB passes about 5.5 million homes and businesses with its ultrabroadband network at speeds of up to 100 megabit per second with fibre-to-the-home or fibre-to-the-cabinet technology. FASTWEB has announced a new network expansion plan which will be completed at the end of 2016 and which will cover about 7.5 million homes and businesses or 30% of Italian population. Since September 2007, FASTWEB has been part of the Swisscom Group. www.company.fastweb.it