

START UP INITIATIVE

INTESA  SANPAOLO

Fashion & Design Open Innovation Day

Milan, Thursday March 12 2015
Palazzo Besana – Piazza Belgioioso, 1

AGENDA

- 09:00 - 09:30 Registration and welcome coffee
- 09:30 - 09:40 **Opening and welcome**
Marco Perelli-Rocco, Head of Luxury & Consumer Goods – Global Industries
Intesa Sanpaolo, Corporate & Investment Banking Division
- 09:40 - 10:00 **The economic scenario of the Fashion & Design Industry**
Stefania Trenti, Head of Industry Office
Intesa Sanpaolo, Research and Studies Department
- 10:00 - 10:20 **The new era of value creation for Fashion**
Umberto Andreozzi, Head of Digital Fashion & Luxury
Accenture
- 10:20 - 11:20 **Startup pitches: Presentation and Q&A – Part One**
3 startup pitches with Q&A sessions
Startup short descriptions on the following page
- 11:20 - 11:40 Coffee Break
- 11:40 - 13:20 **Startup pitches: Presentation and Q&A – Part Two**
5 startup pitches with Q&A sessions
Startup short descriptions on the following page
- 13:20 - 13:30 **Closing remarks**
Mattia Mastroianni, Head of Consumer Goods & Services – Corporate e Public Finance
Intesa Sanpaolo, Corporate & Investment Banking Division
- 13:30 Buffet lunch and B2B networking sessions



EXPO MILANO 2015.
NOI CI SAREMO.

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MILANO 2015

1. *E-commerce platform selling high quality customizable classic men's shoes 100% handmade in Italy. By using the 3D configurator you can create more than 5 million different shoes. You can choose from different models and customize every part of your shoe: material, colour, eyelets, laces, lining and sole. The shoes are handmade by a craftsman in Italy and they are produced within 4 weeks.*
2. *The first rental marketplace that allows women to never wear the same thing twice while monetizing their closets. At the crossroad of Fashion and Collaborative Consumption, we turn fashion rental into a new revenue stream but also as the easiest way to get access to quality fashion everyday. For fashion designers, we are also a unique marketing and customer acquisition channel by allowing to get more awareness, test their market and sell after renting.*
3. *Online platform that allows customer to create and buy a customized cosmetic cream with high quality and dermatological tested. Sale of a cosmetic product created by the customer – the team produce it with natural ingredients. This innovative approach gives to the customer flexibility in the composition of the cream that best suits his/her needs and sensory preferences, creating identity to the product. Thanks to a web-based driven procedure the client is fully aware of the product characteristics that will be on his/her skin, ensuring transparency, safety and quality.*
4. *Visual tool for retailers to present marketing, editorial and social content to influence consumer decisions while shopping.*
5. *Platform that crowdsources product design ready for 3D printing production. It's the smartest way for a SME to outsource R&D activities. It is a web portal that offers to companies the R&D outsourcing in the field of product design, mainly by using 3D printing and digital fabrication. It is based on a crowdsourcing platform where 3D printable models can be requested from a company direct to our community of 3D artists.*
6. *Project to brand innovative garments with interchangeable buttons also with wearable devices. We sell branded polo shirts with buttonholes on both sides, especially engineered to hold removable and interchangeable silicone stripes of buttons, produced in different colors and design, or wearable devices fitted in the stripes of silicone buttons. We shall both sell our products online with our e-commerce website (B2C) and distribute them in selected high street shops or with partner kids-ware fashion brands (B2B).*
7. *Online brand offering 100% handmade in Italy designer eyewear at an affordable price preserving the Italian artisans community. The idea behind our lab is creating a unique & strong brand who speaks Italian inspired by the XVth century, the Renaissance century of Italy. By cutting out brand licensing fees and removing the retail markup, we can make a quality eyewear affordable and accessible to everyone with an honest production and an honest price.*
8. *Global online and offline community of women who share exclusive events and trips, powered by brands. The business is articulated in 3 streams: brand sponsorships, travel & events. We offer brands a non conventional & innovative way how to market their products on a very specific target, with a list of online & offline activities that always see the community involved. It is also a marketplace & a high quality online window for travel partners over the female market. Finally, a network of local Ambassadors are empowered to organise local events.*