



growITup launches #CallForGrowth on exponential technologies to speed up Digital Transformation

*Six areas of the #CallForGrowth
to cover strategic areas of the digital transformation*

*Microsoft, Accenture, Avanade and HP Enterprise are the contributors
partner supporting growITup in mapping the corporate priorities*

Milan, March 24th 2017 – Facilitate the contamination of the most promising Italian startups with the Corporate Innovation needs is the mission of growITup, an open innovation platform created by Cariplo Factory in collaboration with Microsoft, that today launches the #CallForGrowth on "Hot Digital Transformation".

A call for all Italian startup in post-seed phase willing to participate at the open innovation process. The #CallForGrowth areas are:

- Virtual, Augmented & Mixed Reality
- Applied Artificial Intelligence & Machine Learning
- Internet of Things
- Blockchain & Payment Systems
- Security and Service Architecture
- Big Data & Analytics

*"With this call based on those technologies that are going to radically change people's life and that offering an impressive opportunity for companies growth, we want to broaden 360 degrees our view and action to impact", explains Anders Nilsson, partner of growITup. "The six areas of interest chosen for this #CallForGrowth are **the result of a detailed assessment process made with our technology partners: Microsoft, Accenture, Avanade e HP Enterprise.** We have worked together on the corporations priorities that have already join our initiative".*

growITup is the opportunity for companies to approach strategic innovation in an open collaboration view, both with the startups ecosystem, to explore development opportunities and with other companies to develop potential partnerships.



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*“Cariplo Factory mission is to support the best Italian projects to create job and new opportunities for young people”, comments Riccardo Porro, Chief Operations Officer of Cariplo Factory. “In this way growITup is a game changer. **Through growITup, companies have a direct access to innovation in terms of know-how, technology, talents**, as they have a guaranteed observatory on new market segments, potential collaborations, investment opportunities and acquisitions.”*

The #CallForGrowth areas, on the “Hot Digital Transformation”, reflect the future innovation trends inside companies and how they can generate value in different fields. **Visual, Augmented & Mixed Reality**, only to give an example, are the technologies that several brands have already introduced as the next customer experience revolution. We can say the same about **Internet of Things**. Less visible, but equally revolutionary, the innovation in **Blockchain & Payment Systems** (about the safety and efficiency of micro-systems), **Applied Artificial Intelligence and Machine Learning and Big Data & Analytics** (able to generate those predictive models that today are on the top of the priorities list of almost all companies).

*“The first growITup objective is to encourage the open innovation environment helping young innovative realities in Italy to grow and, in the same time, accelerating the digital transformation of those corporations that represent the Made in Italy excellences in the world. **They benefit from this project with the best startup creativity, that can transform business models and traditional market segments in new reasoning**”, concludes Carlo Purassanta, CEO of Microsoft Italia.*

To participate at #CallForGrowth the startups have to be in post-seed stage, have relevant activities in Italy and [present their application](#) until April 26th.

The startups selected will be engaged in a selection workshop with the corporate partner of growITup, such as Alpitour, CNH Industrial, Enel, Generali, Intesa Sanpaolo e Luxottica. During the workshop, the startups are going to present their pitch to an audience of Innovation Managers: who will be selected will take his **first step to the final goal, a commercial/ industrial partnership or investment**.



Cariplo Factory

Cariplo Factory is an Open Innovation, Talent Management e Corporate Social Responsibility hub, promoted by Fondazione Cariplo, in partnership with Fastweb and Microsoft and in collaboration with Novartis and Terna. Cariplo Factory is an open and dynamic ecosystem that promotes the free circulation of ideas through know-how and experience in digital, cultural and social innovation.

For more info:

Matteo Scarabelli

Cariplo Factory

matteo.scarabelli@cariplofactory.it

348/2545447

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