

Rome - Startup Ecosystem

Numbers, Players & Projects

1. Ecosystem in Numbers

Italian startup legislation has set up, among other things, a national register where the so-called "startup innovations" of the country are present, and it has reserved incentives and incentives. Note that this register is NOT the distribution of startups in Italy as they are identified by the market in the rest of the world, but only identifies those companies that meet the requirements to define them in Italy.

Sample analysis carried out by various stakeholders in the last two years has shown that the coincidence between the registry and the market is very low, and that over 80% of "innovative startups" would not be defined as startups in other countries. It is therefore wrong to rely on analysis of the innovative startup register to understand how they are located on national territory, while - in the absence of specific research - it is more appropriate to observe where specialized intermediaries (partly incubators, and especially accelerators) concentrate. **From such an analysis it can be seen that in Rome there are 24 intermediate operators** with a tendency to growth, and among them is the presence of only international operators operating in Italy. Rome is therefore the city with the largest concentration of public or private incubators and accelerators in Italy, followed by Milan with eight operators.

The startup ecosystem in Rome has grown very rapidly in recent years. The number of private, public and international initiatives to support innovative entrepreneurship in the area is growing exponentially. From the first Private Accelerator opened in 2010, today the city shows:

- **24 incubators / accelerators**
- **12 FabLabs**
- **5 Technology Transfer Centres**
- **50 Smart Working Centres**

In addition, over 20 associations and institutions with specific programs to accompany young innovative companies contribute to spreading technology culture in Rome.

In general, 30 "business creation" facilities are present in the Lazio Region, and 24 in the city of Rome alone. Every year, in the city, there are a hundred startups participating in incubation or acceleration programs, and most of them receive funding from 300K to 1M in euros.



2. Tech Events

The vivacity of the scene is also witnessed by the vast number of special events and addressed to the community of innovators taking place in the capital, and their success in terms of visitors and speakers.

International Events

- Maker Faire Europe
- Codemotion
- Rome Startup Week
- Tech Tour
- Founders Forum
- Cybertech Europe

- Lean Startup Machine
- Startup Weekend
- Social Media Week
- World Usability Day Roma
- Startup Storming
- Startupper School Academy
- Startup Welcome Day
- Sector StartupLab

Regular Events

- Startup Grind Rome
- Digital Yuppies
- Growth Hacking
- Meetup Roma
- Meetup AperiTech
- TedX
- Geek Girls Dinner
- Pitch & Drink
- StartupTea
- Men In Web
- SMALL TALKS
- BIC GYM
- Silicon Drinkabout
- StartupWeekend Roma

Annual Events

3. Supporting Organizations

There are several organizations, both public and private, supporting the Roman startup ecosystem growth. They propose a variety of services, from technical consulting to bureaucratic support, fundraising assistance and market test.

Below, you will find a list of the main supporting organizations in Rome:

- **Angel Partner Group**
- **ASVI**
- **BAIA**
- **Il Capitale**
- **ELIS – Centro di Imprenditoria e Innovazione**
- **InnovAction Lab**
- **Junior Achievement – Young Enterprise**

- **Peekaboo**
- **Fondazione Mondo Digitale**
- **Founders Institute**
- **Lazio Innova**
- **BIC Lazio**
- **IED (Istituto Europeo Design)**
- **Codemotion**
- **Do-Lab**

- **Geek Academy**
- **Formez, Centro di Formazione Studi**
- **Quantum Leap-IP**
- **AlienTT**
- **CambiaMenti**



4. News & Communities

- **Roma Startup** (Association, FB Page and FB Group)
- **Startupitalia! Roma** (FB Group)
- **Italian Startup Scene** (FB Group)
- **Eventbrite**
- **Meetup**
- **Codemotion Tech Community**
- **InnovAction Lab**
- **Wanted in Rome**

5. Business Locations

Find an office in Rome

In the last years, the startup ecosystem in Rome has seen rapid growth in the number of experimental centers and co-working spaces.

To date, students and entrepreneurs can develop their skills and work independently in over 50 Smart Working Centers, which are increasing.

Smart Working or Co-Working Spaces

Co-working is a modern phenomenon which encourages independent workers to intermingle with like-minded people and offers innumerable advantages such as idea exchange, collaboration, future opportunities and professional growth. Rome has many options for rented office and desk space for all types of needs.

Here's a selection of co-working spaces in Rome:

- **Talent Garden**
- **Cowo|360**
- **Anticafé**
- **LUISS EnLabs**
- **Impact Hub**
- **FAMO COSE**
- **Regus**
- **Arcò**
- **COASTER**
- **Corte**

Business in Rome

There are several types of Congress Centers in Rome, both public and private – with different dimensions and infrastructural specificities – ready to host startup events.

The largest and most exclusive conference halls in the city of Rome are:

- **“La Nuvola”**
- **Nuova Fiera di Roma**
- **Palazzo dei Congressi**
- **Auditorium – Parco della Musica**



6. Subsidies and Investments

In addition to EU contributions, young entrepreneurs established in Italy may benefit from national funding to start-up, and/or further develop businesses.

Innovative Start-up Companies

Italian startup legislation has set up, among other things, a national register where the so-called "startup innovations" of the country are present, and it has reserved incentives and incentives.

In addition, the Italian State has regulated the possibility of financing a startup through crowdfunding.

Businesses by Young and/or Female Entrepreneurs

The Italian government implements measures mainly aimed at supporting the creation of businesses by young and/or female entrepreneurs. With specific reference to aids granted to young entrepreneurs, a special legislation package, providing for specific measures aimed at promoting the creation and the development of innovative start-up undertakings in Italy, has been recently implemented.

Public Support – National

The Startup Act, passed by the Italian government in 2012, was the first step towards a startup policy and aimed to make the business environment more startup friendly.

With the **Smart&Start Program**, the National Italian Government proposed new measures, including:

- 200M euros national program for loan financing startups;
- National VC fund, matching investments with private VCs (*Invitalia Ventures*);
- National Fund of Funds, acting as cornerstone investor in new VC funds operating in Italy (*FII – Fondo Italiano d'Investimento*);
- Tax benefit for investors in startups (30% of the amount);
- Startup Visa for entrepreneurs willing to re-locate in Italy;
- free-of-charge online company incorporation;

Public Support – Local

Both the Regione Lazio and the Municipality of Rome are sustaining the flourishing of the startup ecosystem in the territory. The Regione Lazio has introduced the following tools:

- cancellation of local additional corporate tax on startups;
- grant program, doubling private investor's pre-seeds (30k - 100k euro at the idea stage);
- VC fund matching 2.5x on private investments (up to 2.5 million euro each);
- a small fund of funds.

The City of Rome is mapping its available spaces to be turned in smart working spaces and it is working with private operators to create a public-private investment agency.



Venture Capital

At national level, the scenario of active operators in Seed and Venture Capital is very limited and is the real weakest link in the Italian chain. At the national level, there are 11 properly named venture capital operators, or they are organized in the form of Savings Management Companies (SGRs) and practically all located in the North.

Nonetheless, there are many active people in startup investments in Rome. Among these, the most dynamic are:

- **LVenture Group**
- **TIM Ventures**
- **Meta Ventures**
- **Invitalia Ventures**
- **Pi Campus**
- **Invent**
- **Lazio Innova**
- **M3 investimenti**

Business Angel

Recently, several Business Angels and private investor organizations have emerged in the investment landscape within the startup ecosystem of Rome. **Italian Angels For Growth** and **Angel Partner Group** are the most active Angels associations.

Crowdfunding

Crowdfunding has gained a lot of popularity in recent years as a source of investment for startups. As a result, there is a wide variety of crowdfunding platforms available in Italy.

Some of the largest crowdfunding sites in Italy include **Eppela**, **Kickstarter**, **Mamacrowd**, **Siamosoci**, **Crowdfundme** and **Musicraiser**.

Open Innovation in Rome

Over 13,000 enterprises are locally involved in high-impact innovative business.

The city of Rome hosts most of the largest national corporations investing in R&D:

- **Enel**
- **Telecom Italia**
- **Poste Italiane, Open Innovation agreement with Digital Magics**
- **Wind**
- **Finmeccanica**
- **Ferrovie dello Stato**

Among other things, some of the major international companies have already decided to invest in innovation programs in the area and contribute to the development of the local startup ecosystem:

- **Cisco, DevNet project**
- **Ericsson, Ego Programme**
- **Accenture**
- **PwC**
- **BNP-Paribas**
- **Unicredit SmartLab**

7. International Life & Universities

Rome is the largest campus in Europe for a number of university students: 28 universities (and 21 pontifical universities) for a total of 300,000 students. Among the most renowned universities we have:

- **John Cabot University**
- **LUISS**
- **Università La Sapienza**
- **LUMSA**
- **Università Campus Bio-Medico Roma**
- **Università degli Studi di Roma "Tor Vergata"**
- **Università Roma Tre**
- **Libera Università degli Studi per l'Innovazione e le Organizzazioni (LUSPIO)**

Research & Development

There are over 50 research and development laboratories in the province of Rome, 150 science centers and a total of 7,800 academic researchers. These numbers make it the place with the highest concentration of specialized workers in Europe.

21 international schools are based in Rome (2 more in Lazio):

- **16 English / American / International**
- **2 French**
- **1 German**
- **1 Swiss**
- **1 Spanish**

Among other things, programs entirely in English are proposed by a large part of the universities. This is one of the reasons why Rome is the second most sought-after destination in the world by students from the United States (immediately after London).

Finally, there are also 12 international institutions that have their headquarters in the city. Among them, 6 United Nations organizations or agencies:

- **FAO**
- **IFAD**
- **WFP**
- **Bioversity International**
- **IDLO**
- **CFS**



8. Projects

This section is dedicated to recent and future projects promoted by Roma Startup.

Roma Venture Agency

Private-public agency project to develop the local startup ecosystem, promote initiatives related to innovative entrepreneurship and attract international investment in the area.

Founding Partners:

- Comune di Roma
- Regione Lazio
- Ministero dell'Economia
- Cassa Depositi e Prestiti



ROMA
CAPITALE



Ministero
dell'Economia
e delle Finanze



Roma Startup Week 2.0

Last May 2017, the Rome Startup Week brought together hundreds of city start-up ecosystem professionals around 22 events, including workshops, conferences, and training days. This year, we aim to propose at least 50 quality sequences but above all involve a major audience through a greater notice of the initiative and a dedicated communication strategy.

It will be important for us to conceive a structured week around well-defined topics: finance, marketing & communication, open innovation, innovation policies, public institutions, business methodologies. It will be our intention to present very different events and events in order to increase the visibility of sector initiatives and to publicize them even during the year.



Roma Startup - Open Innovation Club

The Roma Startup Association will promote an event aimed at representatives of the major business organizations in the area, together with the relevant institutions. On this occasion, the association, the activities carried out to date, the results achieved and future projects will be briefly presented.

We try to involve a larger number of large groups in our initiatives in order to expand the network and create synergies among all the players in the chain that make up the startup life.

The general purpose of the meeting is to present the benefits of joining our association and getting into the details of how we participate in our network.