



G2-STARTUPS.

INNOVATION GETS A REBOOT FROM STARTUPS

Innovation as a service. Local acceleration academies. Financial advising and assistance with scaling up.

MILAN, OCTOBER 2016. **G2-Startups** is an accelerator for startups and businesses. Its mission is to support and develop businesses using startups as the main driver of innovation.

The G2 project was started in 2011, and has been evolving ever since. It brings together the professional experiences of Massimiliano Gilardi, who spent more than 20 years in investment banking and financial consulting, and Roberta Gilardi, who has worked for more than 25 years in industry and services, and is also an expert in strategic innovation, marketing and business.

Together, the Gilardi siblings have direct experience, as business angels as well, in the entire evolution of the startup market, entering into this area with their own boutique accelerator dedicated to the portfolio of startups in which it has a stake.

In 2016, the original G2 accelerator development project captured the interest of Società Generale Fiduciaria e di Revisione (SO.GE.FID.), a company that has been on the market for more than 40 years. What's more, this project was an especially perfect match for the skills of Luigi Passeri, the CEO of the trust company.

Together, they have founded **G2- Startups srl**, which, along with its role as a startup accelerator with a growing portfolio, plans to offer high-level services, formats and solutions so that businesses of all sizes can innovate. Its products are meant to serve to boost to the process, offer skills training, work in-depth on business models, favor guided "cross-pollination" between businesses and startups and develop entrepreneurial spirit.

"The collaborative models that we offer, with partners in various local areas as well (the Acceleratio project, www.acceleratio.it), work to create synergies, focusing on individual entities and making the most of local resources. We are convinced that it is important to create ecosystems of innovation – all the better if they are strongly interconnected – that make the most of local resources and entrepreneurship. Our strength is that we have a specific 'offering' of training tools, formats and content in-house as well as via a network of partner 'hubs' and businesses of all sizes," said Roberta Gilardi, CEO of **G2-Startups**.

"What is Open Innovation worth? In the world, it is worth 2.9% of the GDP or, in other words, 1.5 trillion dollars. The potential value in Italy is stationary at 1.9% of the GDP, or, in other words, 35 billion euros," says Massimiliano Gilardi, co-founder and partner of **G2-Startups**.



The three business areas the company focuses on are all part of this bigger picture. There's **Innovation as a service**, which is aimed at businesses of all sizes via innovation, training, business acceleration and scouting in terms of technology, products/services and creativity/idea generation. Then there's **Acceleratio**, a local innovation network to support and make the most of businesses in their local areas. Finally, there's **International Growth and Development** with targeted consulting, financial advising, deal-flow solutions for investments and corporate projects – all of which can be handled through the company's organization based in London (I-Start Ltd) with connections to the risk capital market in the UK.

In addition to this well-structured offering, there are other initiatives meant to boost innovation. Such as the **G2 Open Innovation Lab**, a format that allows participating companies to explore the potential of innovation as linked to trends, giving them a different view of how their own industries could evolve. There's also the **Innovation Coffee Break**, a breakfast event for those looking to the future with an interest in research and successful case studies. Finally, there's **#innovationmadeinItaly (#IMT)**, a collection of initiatives meant to tell about the best of Italian innovation.

The main innovators at G2-Startups include: Amazingears, Donkey Commerce, La Comanda, Meetale, Spotlime, TalentPLAYERS, Ventuno, X-Metrics.

Our partners include: AMCHAM (American Chamber of Commerce); Assintel (Associazione Italiana Imprese ICT) and Assintel Digitale; CDO (Compagnia delle Opere); IBAN (Italian Business Angel Network); Italia Startup; and UKBAA (UK Business Angel Association) via the UK i-Start Ltd. subsidiary.

G2-STARTUPS : g2-startups.com

Press materials, logos and images are available in the press area of the site: [iPressLive](#).

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