

## ***StartupXItalia Private Matching, the CDP Venture Capital SGR format that promotes dialogue between startups and Italian companies, goes live today***

*The 8-episode web series hosted by Riccardo Luna will be broadcast on CDP's digital channels: the [CDP Live](#) content channel, the [ItaliaXStartup](#) platform and CDP's and CDP Venture Capital SGR's social media profiles*

Rome, 21 January 2021 - Promoting dialogue and exchange opportunities between startups and large Italian companies - this is the goal of **StartupXItalia Private Matching, the 8-episode digital format created by CDP Venture Capital SGR and hosted by Riccardo Luna, which will be going live today** on the CDP Live content channel, on the ItaliaXStartup platform and on CDP's and CDP Venture Capital SGR's social media pages.

**8 60-minute episodes**, each with a focus on a strategic sector for the country's economy: the series starts with the analysis of the new tools for **Health** diagnosis, care and monitoring, to then move on to the **Fintech and Insurtech** areas, with all the solutions to invest, pay and save in an agile, fast and traceable way, to **Energy Sustainability**, to imagine a greener future and a virtuous use of resources, to **Nutrition**, where new lifestyle models lead to the need for new distribution models, digital marketplaces and new transparency models from producer to consumer, to the **Tourism** sector, which this year was particularly affected by the health emergency but which has never stood still, looking for new solutions for a richer hospitality offering increasingly focused on travellers' needs, to **Industry 4.0**, an area of huge innovative potential in terms of automation that innovates work and production, to the future of data: the new **Artificial Intelligence & Cloud** trends, to the future of **Infrastructure** that is confronted with circular economy, innovative materials, augmented reality and new security solutions.

**43 representatives of large Italian companies** operating in key sectors met **65 startup founders and CEOs**, listened to their development plans, challenged their weaknesses and evaluated their prospects, gathering new ideas and elements of innovation and enriching their vision of the future.

An opportunity for exchange and dialogue aimed at increasing synergies among the different players to facilitate growth opportunities among the players of Italy's most innovative businesses.

With this project, CDP Venture Capital SGR - Fondo Nazionale Innovazione continues its mission of supporting the Italian innovation ecosystem, fostering an innovative entrepreneurial culture and creating opportunities for the search for new development and support trends for Italian talents who - in a challenging year like 2020 - worked by diversifying their business and creating new opportunities for success, to cross the frontiers of the future and remain competitive.

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### **CDP Venture Capital SGR – Fondo Nazionale Innovazione**

CDP Venture Capital is an asset management company (70% owned by CDP Equity and 30% owned by Invitalia) with approximately 1 billion euro of assets under management. It aims to make Venture Capital a strategic pillar to Italy's economic development and innovation, creating the conditions for a comprehensive and sustainable growth of the Venture Capital ecosystem. It operates through a series of funds that aim to support startups in all their life cycle stages, making both direct and indirect investments.

### **Contacts**

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