

## **360by360 Competition 2014: Disclosing the finalist startups**

*1Control, BaasBox, Beast Technologies, BnbSitter, Checkbonus, Cleerk, Formabilio, GIPStech, Gnammo, GoodAppetito, Gromia, Mamaclean, Quokky, Redooc, Sporteevo, Stamplay, Supermercato24 and Xceed* - These are the 18 startups that make it for the Final Stage of the 2<sup>nd</sup> edition of 360by360 Competition.

The 18 Finalists will be competing on 21<sup>st</sup> January 2015 to win a seed investment of \$360,000.

“We are very satisfied with the quality and the level of maturity of the startups that have applied to the second edition of the 360by360 Competition - Fausto Boni, Founder and General Partner of 360 Capital Partners, tells us - It was challenging to select only 16 finalists, as initially planned and we therefore decided to give to two additional startups the possibility to compete for the final prize. May the best team win!”

The second edition is now quickly approaching its final phase where the 18 finalist will challenge each other pitching their projects to an audience of investors, journalists, entrepreneurs and leading personalities of the Italian and European startup ecosystem. A panel of top-tier European Venture Capitalists will select the winner during the final event that will be held in Milan, at *Palazzo Mezzanotte*, on 21<sup>st</sup> January 2015.

As last year, in addition to the investment of \$360,000, two of the main Sponsors of the competition will offer Special Prizes.

Cleary Gottlieb Steen & Hamilton will assign a Special Start-Up Package with 10 hours of legal advice and assistance.

Deutsche Bank will offer a bank account for small business free of charge for 12 months to the 360by360 Competition Winner.

We are also proud of all the other Sponsors - top players of the Italian business and financial ecosystem – which decided to support the competition: Edmond de Rothschild, KPMG and Business Integration Partners (Silver Sponsors); Equita SIM and Microsoft (Bronze Sponsors).

## **Here are the startups selected with the support of 360by360 Competition Partners**

**1Control** chosen with the support of Superpartes

*1Control develops next generation remote control solutions for building automation*

**BaaSBoX** chosen with the support of LUISS Enlabs

*Build a cross-platform, secure and scalable backend for your app in seconds. BaasBox is the new Magento for app development!*

**Beast Technologies** chosen with the support of PoliHub

*Beast Technologies is an innovative company that brought high-end aerospace engineering sensor technology to the sport and fitness world. Beast is a sensor-based system for athletes, trainers and fitness enthusiasts, created to better understand their efforts in order to optimize their training and make the exercise more efficient.*

**CheckBonus** chosen with the support of TAG

*CheckBonus is a mobile app that boosts store traffic by rewarding the consumers who come into the store and interact with products and promotions. The points collected can be immediately converted into coupons and discounts or accumulated and used to unlock one of the many prizes in the catalog. CheckBonus certify and measure the walkins and actions in the stores via a software platform based on Bluetooth LE devices called beacons that are positioned into the stores.*

**Formabilio** chosen with the support of Wind Business Factor

*Formabilio is an italian brand that produces furniture lighting and home accessories designed by creative minds from all over the world, selected by a community of design enthusiasts and experts, manufactured by top quality italian companies and sold on formabilio.com*

**GiPStech** chosen with the support of Italian Angels for Growth (IAG)

*GiPStech GiPStech has developed an indoor positioning platform able to bring GPS-like functionalities inside buildings with great accuracy, reliability and at a very low cost. The localization and navigation algorithm is based on proprietary geomagnetic technology in fusion with other methods (wifi and i-beacons) to reach the "last meter" of precision and enable adoption by businesses and consumers: from retail to healthcare, from industrials to fairs*

**GoodAppetito** chosen with the support of H-Farm

*GoodAppetito is the SOLUTION to eliminate the WASTED time to decide what to cook and which products to buy. The platform suggests recipes related with product prices that automatically generate a shopping list to use when we go to shop at the grocery store or buy online.*

**Supermercato24** chosen with the support of U-Start

*Supermercato24 is the uber of supermarkets, is an online platform that allows to do shopping in any supermarket and also be delivered within 1 hour.*

**Here are the startups selected by 360 Capital Partners among the 355 online applications received**

### **BnbSitter**

*BnbSitter is a technology start-up that helps hosts managing their Vacation Rental on Airbnb, HomeExchange or other. With Bnbsitter, hosts can find, in less than two minutes, dedicated professionals (the "Bnb Sitters") for key exchange and expert cleaning. Bnb Sitters take care of everything and hosts can rent or exchange their apartment with no hassle.*

### **Cleerk**

*Cleerk.com is the search engine for those who want to sell. Type in the name of the object you want to sell and Cleerk.com finds for you the people who are already looking for it. This is Cjust the first step of a more ambitious project aiming at revolutionising the way people buy and sell online.*

### **Gnammo**

*Gnammo is the first Social Eating portal 100% made in Italy. Are you wondering what "Social Eating" is? Imagine your house becoming the set of a gastronomic event, where people share the seats around the table with strangers and food becomes an exciting way to build new relationships for a special social experience*

### **Gromia**

*Gromia is a market place and an online platform that effectively enables landlords to successfully rent a home or a room. Gromia is not a pure listing website nor a realtor: it covers all the transaction steps offering the necessary tools and services to successfully close it and to manage the rental period. Gromia aims to be the AirBnB for all the "non vacation" rentals. We want to 100% digitalize the rental process and make it possible to rent a property with one click*

### **Mamaclean**

*MamaClean turns laundry into an on-demand Boutique experience with top quality, light-speed deliveries to customers' doorsteps. Getting started is easy: book a service online, hand laundry load to our driver and your clothes will be delivered as new in our iconic packaging in a matter of hours. By relying on a network of local freelance drivers and partnering only with the best industrial laundries specialized in servicing 5 star hotels, MamaClean turns laundry into a pleasurable experience for busy customers with little time to spare and a keen eye for details.*

### **Quokky**

*Goodbye paper, welcome Quokky! An innovative App that digitalises all your documents (such as utility bills, receipts, speeding fines, warranties), automatically and orderly archives them and even allows you to pay them when due, with a single click. Quokky: A*

*tailor made personal assistant to simplify your life.*

## **Redooc**

*Redooc.com is the new way of learning STEM (Science, Tech, Engineering, Math) subjects, through gaming, starting from math. It's the first natively digital online platform in Italy to study, review and train on High School and Junior High School math. Three things sets us apart: 1. short video lessons, 2. game-like exercises, all explained, 3. detailed personal profile.*

## **Sporteevo**

*Sporteevo.pro is a marketplace where people around the world connect to buy and sell professional sport goods. Our mission is to help Athletes and Enthusiasts to discover new premium and elite sports products manufacturers worldwide.*

## **Stamplay**

*Stamplay enable web developers to crate advanced web and mobile apps in the cloud at a fraction of the time. Stamplay USP is providing a modular sector-agnostic platform that let the developers define the workflows of their app with a point an click interface that is like snapping pieces together as legos. Everything is automated and developers only need to focus on building great user experiences and beautiful designs for their apps relying on the APIs and hosting provided by the platform. Stamplay can save up to 90% of cost and time of software development.*

## **Xceed**

*Xceed is changing the world one party at a time. The mission is clear: disrupt the nightlife industry by providing the latest solution for both consumers -to browse and join events-, and businesses -to better manage, promote and analyse them-. While venues enjoy higher efficiency in their daily operations and expand their reach, users receive virtual donations for any event attended and can then personally donate to the preferred NGO with a simple click.*

Further information is available on 360by360 Competition website  
([www.360by360competition.com](http://www.360by360competition.com)).

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