

## LAUNCH OF THE NEW CALL OF LUISS ENLABS: 80 THOUSAND EUROS AND 5 MONTHS OF ACCELERATION FOR THE BEST DIGITAL STARTUPS

*The call, reserved to Italian digital startups, will close on April 25th, 2016. Investor Day in June 2016 for Babaiola, Bemyguru, CheckMoov, Crowdbooks, DynamiTick, Fairbooks and Oreegano.*

**Rome, April 15th, 2016**

**LUISS ENLABS**, one of the major European accelerators launches the new call for the next acceleration program, offering even more favorable conditions to selected startups. Exceptionally open, only for this edition, exclusively to Italian digital startups, the call will close on **April 25th, 2016**. The selection will take place during the month of May and the acceleration program, will take place from June to November inside the Startup Factory in Termini Station.

### THE CALL

The call is open to digital startups that have a team with diverse skills and at least a working prototype. To apply, it is necessary to fill in the **form** on [LUISS ENLABS](#) website, sending a **video** presenting the team, a 4-minute videopitch and responding to a thorough questionnaire about the project.

A team of experts will evaluate the applications and invite the short-listed candidates for a face to face meeting, the so-called **Selection Day**, in May during which the team, the idea, the technology, the market and competitive advantages will be the selection criteria.

### THE PROGRAM

LUISS ENLABS acceleration program was born in 2013 as a joint venture between EnLabs, accelerator founded in 2010 and controlled by the publicly listed holding company LVenture Group, and LUISS University.

From this year LUISS ENLABS offers a **deal** even more beneficial to the accelerated startups: **80 thousand Euros** (30 thousand in cash to finance the first investments during the program and 50 thousand for facilities) invested by **LVenture Group**, holding company listed on the Stock Exchange, through **Participatory Financial Instruments** issued by the startups that can be converted into **equity** at the end of the acceleration program, for a share of 9%, in case the startup has proven to be able to obtain significant results on the market.

In the five months of the acceleration program, startups are supported day by day by an experienced team and a **Board of Advisors** with more than 50 members in the business development, investor networking, management and technological development. They can also benefit from being hosted in the strategic central location of the headquarters of the Accelerator, a space of over 2000 square meters inside Termini Station in Rome, where they can get in touch with a wide network of investors, corporates and institutions.

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The objective of the LUISS ENLABS is bringing startups to generate revenues on the market and conclude a subsequent investment round after the presentation at the **Investor Day** which concludes the program.

### **BATCH IN PROGRESS**

7 startups are taking part in the batch currently underway, which will end June. Among these [Babaiola](#), search & discovery engine for experiential travels for the LGBT community, has been selected thanks to the participation in one of the **Open Innovation** programs, organized by the accelerator for corporates, which has allowed the startup to structure properly its value proposition.

The other 6 startups in acceleration are:

- [Bemyguru](#), marketplace that allows SMEs and expert consultants to get in touch in a simple, fast, reliable and effective manner;
- [CheckMoov](#) platform that provides access to all sports centers in the network, allowing users to enjoy their favorite sporting activities in various locations (work, home, away) on the same day;
- [Crowdbooks](#) crowdfunding platform for picture books that challenges conventional publishing methods and current artistic selection;
- [DynamiTicK](#) platform specializing in dynamic pricing solutions for the sports and entertainment industry that allows, through the use of new proprietary algorithms specialized for the Italian market, to maximize tickets sales;
- [Fairbooks](#), self-publishing platform for independent authors that allows readers to discover and read thousands of books free of charge thanks to an innovative business model;
- [Oreegano](#), technological solution capable of accurately calculating the nutritional factors of any recipe, allowing to define correct and innovative diet plans, thanks to a community passionate about cooking.

The conclusive Investor Day of the batch in progress is scheduled for June 23rd, 2016.

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The Press Release is available on the company's website [www.lventuregroup.com](http://www.lventuregroup.com) and on the website [www.1info.it](http://www.1info.it)

**LVenture Group** is a holding company listed on the MTA of the Italian Stock Exchange that operates in the field of Venture Capital with an international perspective. LVenture Group invests in companies with high growth potential in the field of digital technologies, and is currently a leader in the following segments:

- Micro seed financing: investment of limited financial resources in favour of startups selected and included in the acceleration program run by LUISS ENLABS "The Startup Factory";
- Seed financing: investments in startups in more advanced stages of growth that require more financial resources to support product development and market entry.

**LUISS ENLABS "The Startup Factory"** is one of the major startup accelerators in Italy. Founded as EnLabs in November 2010 by Luigi Capello, entrepreneur and business angel, it became LUISS ENLABS in 2012 as a result of

the partnership with **LUISS Guido Carli University**. Its mission is to support startups in the process of growth and development, to enable them to operate successfully in their own reference sector. The financial resources of the acceleration program LUISS ENLABS are provided by **LVenture Group**. LUISS ENLABS is based in Rome, inside Termini Station, via Giovanni Giolitti 34, within a space of about 2,000 square meters in which there are over 30 startups that employ more than 300 people. [luisenlabs.com](http://luisenlabs.com)

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