

FACEBOOK SUPPORTS 5 STARTUPS OF LUISS ENLABS FOR THE FBSTART PROGRAM IN ITALY

Karaoke One, Nextwin, Tutored, Verticomics and Whoosnap are the startups selected for their ability to use the Facebook platform

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5 startups in the portfolio of **LUISS ENLABS**, Roman Accelerator born from a joint venture between EnLabs, subsidiary of the listed holding company **LVenture Group**, and Luiss Guido Carli University, became part of the **FbStart** program, launched in 2014 and aimed at guiding young companies to a strategic use of the Facebook platform to make their business grow.

The startups that will be provided by Facebook with the support of FbStart in the next 3 month are:

- [Karaoke One](#): mobile app that turns the karaoke experience into a social activity, with gaming and sharing features;
- [Nextwin](#): social game aimed at sharing sports betting, which allows users to play with virtual coins (nextcoins) and compete on the basis of their predictions to be voted by the community and win prizes;
- [Tutored](#): social platform where students meet to better organize their university life and to book other students as tutors;
- [Verticomics](#): an app that allows fans of comics to buy and read on any device the best publications available, adjusted for a vertical digital format. In addition, it offers a free comic per day;
- [Whoosnap](#): app that allows to request real-time pictures of a specific place or event and sends a push notification to users in the area who can provide the requested photo and receive a prize.

Participation is based on features common to all of these initiatives: all of them are consumer oriented startups with a strong mobile element and an aggressive user acquisition strategy through Facebook.

With the **first live event** in Italy dedicated to the FbStart program (FbStart tour), which was held at the headquarters of the accelerator inside Termini Station, Facebook has started an online coaching course for the startups, chosen for their use of all of the potentialities of the platform. In addition to a package of tools and services aimed at building and growing the app, startups will have opportunities for mentorship and contact with Facebook's team and an exclusive global community of startups. The FbStart program, in which Facebook has invested 100 million dollars at the global level, has so far supported 7,200 companies operating through mobile apps.

*"We are very happy to have brought to Italy for the first time a stage of the FbStart world tour, which sees the live presence of our experts and of Italian startups, together to understand the potentialities of our platform - has declared **Paola Bonomo, Global Marketing Services Director for Southern Europe at Facebook** - We wish to all of the startups involved to think big, be fast and become global, three key elements that led Facebook to move from a social networks to a business enabler."*

*"This initiative provides the startups' teams with essential tools and contacts for their growth" said **Luigi Capello, Co-founder of LUISS ENLABS and CEO of LVenture Group** - "We are particularly pleased that Facebook has chosen our accelerator for the launch of this new platform, and we are confident that our startups will benefit from this collaboration."*

LUISS ENLABS "The Startup Factory" is one of the major startup accelerators in Italy. Created as EnLabs in November 2010 by Luigi Capello, entrepreneur and Business Angel, it became LUISS ENLABS in 2013 after a 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 for the acceleration program are provided by **LVenture Group**, one of the few listed companies in the world operating in the field of Venture Capital. 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. luissenlabs.com

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