TELECOM ITALIA GROUP

TIM #WCAP CROWDFUNDING
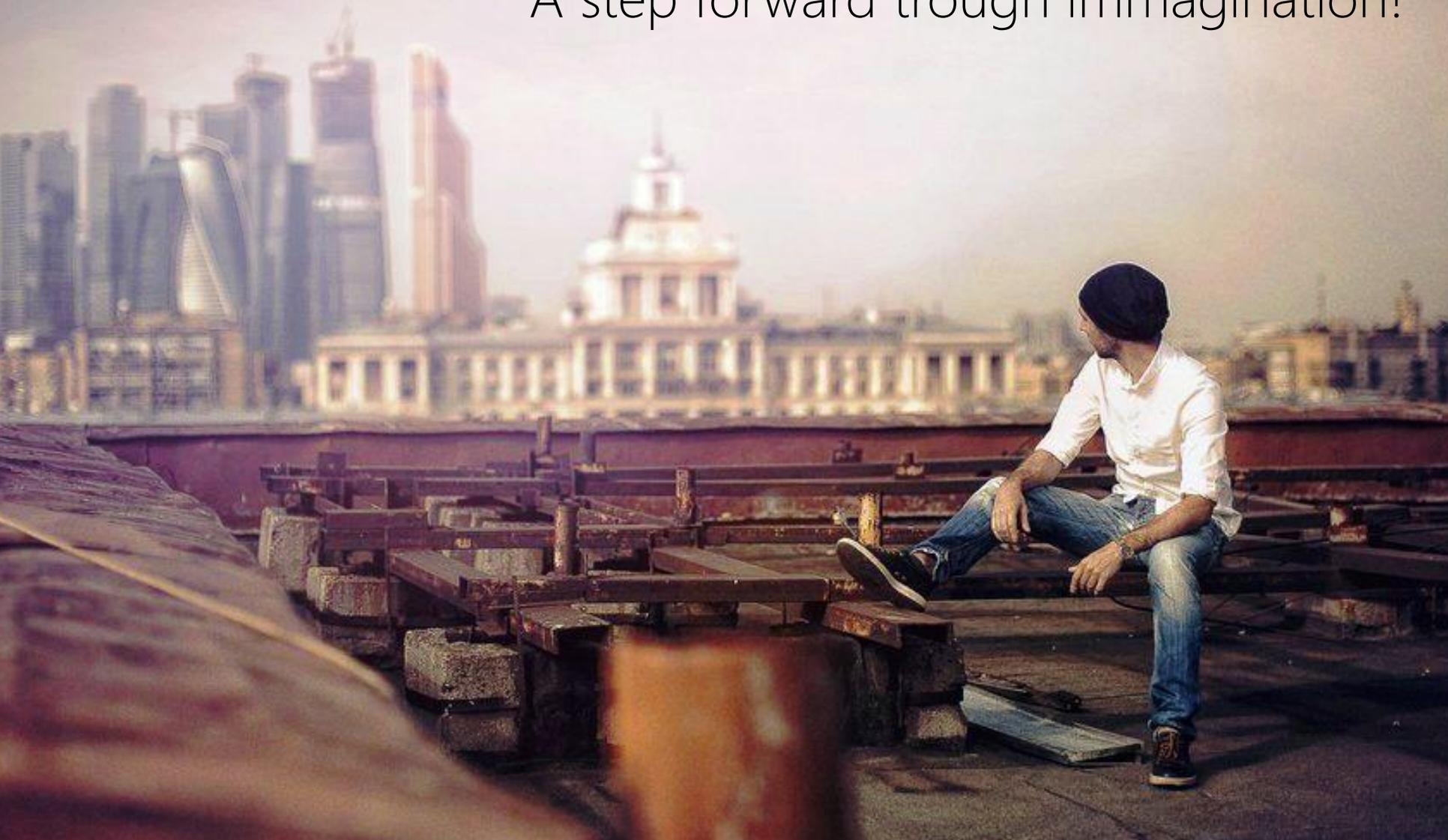
Milan, 4 november 2014 -

European Crowdfunding Network – Crowdtuesday Milan

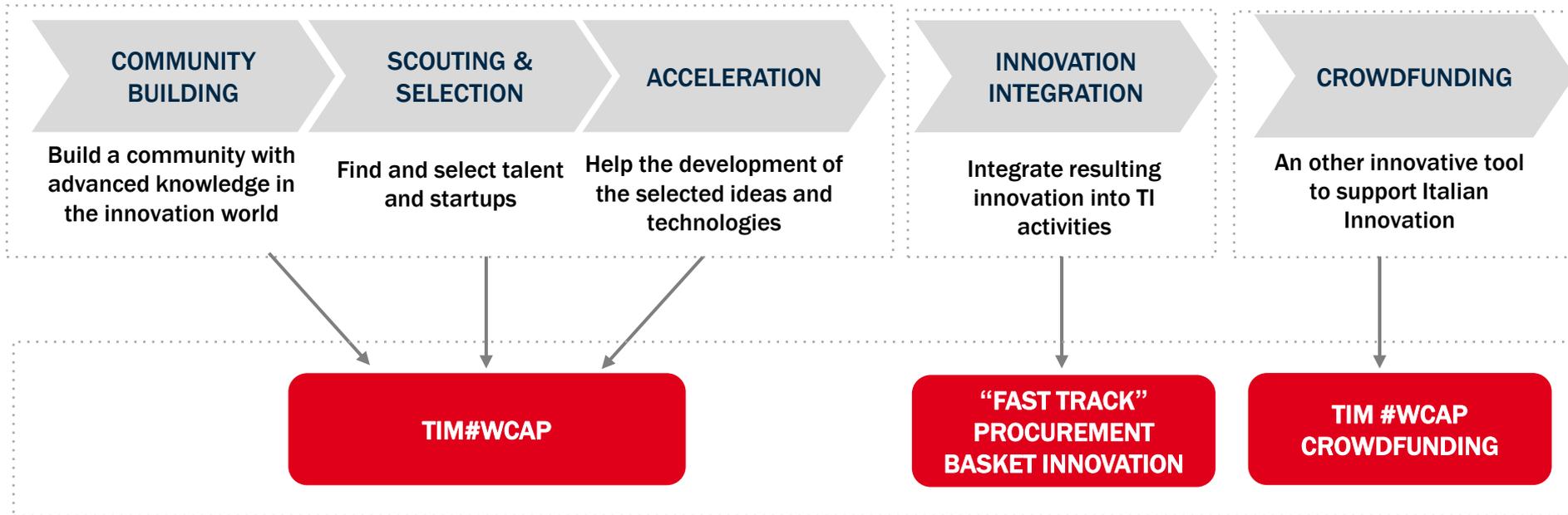**TELECOM ITALIA**

TIM #WCAP CROWDFUNDING
A step forward trough immagination!

Why Crowdfunding?

TIM VENTURES

TELECOM ITALIA OPEN INNOVATION FACTORY

COMMUNITY BUILDING	SCOUTING & SELECTION	ACCELERATION	INNOVATION INTEGRATION	CROWDFUNDING
Build a community with advanced knowledge in the innovation world	Find and select talent and startups	Help the development of the selected ideas and technologies	Integrate resulting innovation into TI activities	An other innovative tool to support Italian Innovation

TIM#WCAP

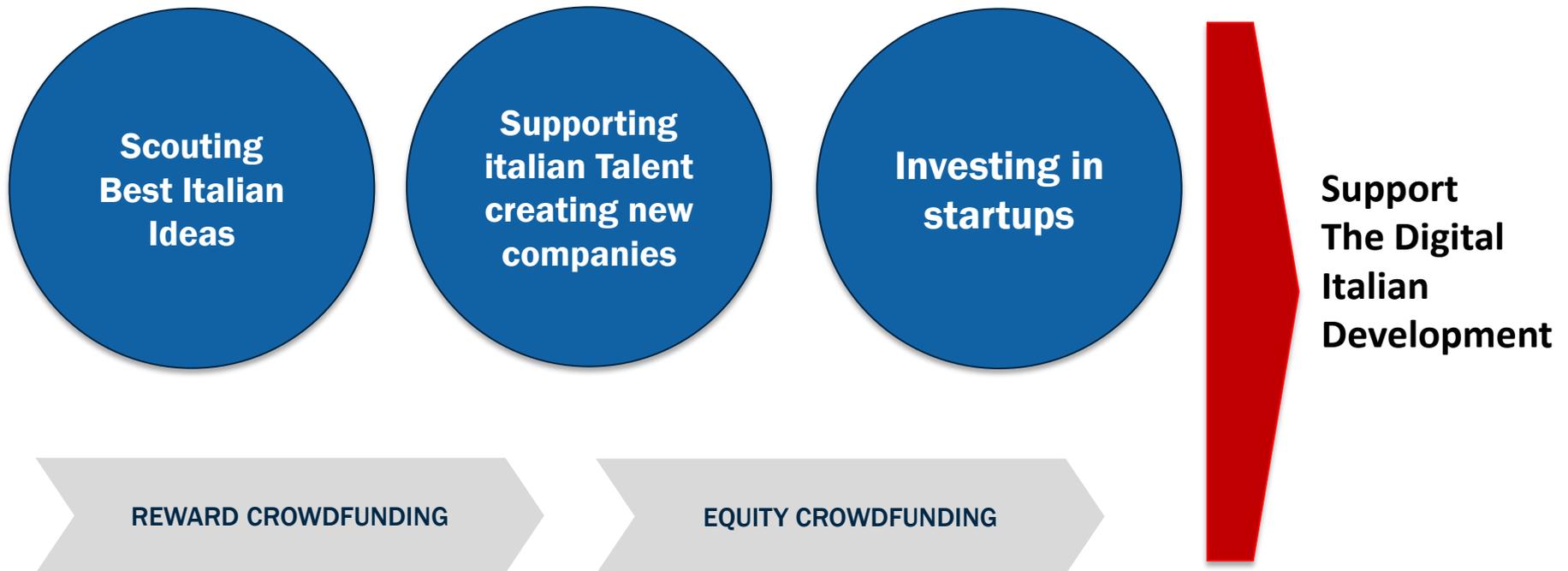**"FAST TRACK" PROCUREMENT BASKET INNOVATION**

TIM #WCAP CROWDFUNDING

TELECOM ITALIA

TIM #WCAP CROWDFUNDING Mission

Telecom Italia supports **Italian Digital Innovation** with the aim of creating an attractive Italian Digital Market in which invest in.

TIM #WCAP Crowdfunding is an other innovative way to go throught that.

Scouting Best Italian Ideas

Supporting italian Talent creating new companies

Investing in startups

Support The Digital Italian Development

REWARD CROWDFUNDING

EQUITY CROWDFUNDING

TELECOM ITALIA

TIM #WCAP CROWDFUNDING - Features

WHAT KIND OF PROJECTS WE ARE LOOKING FOR?

▸ We are looking for innovative projects focused on **Digital Innovation** in the field of Green, Tech, Fashion and Design. Every innovative and creative idea could be involved in our platform.

COMMISSIONING

▸ **No commissioning fees** from Telecom Italia. Creators will only pay the Paypal fees with a special rate, according to a special agreement betweet Telecom Italia and Paypal (1.8% transaction fee + 0.08 fixed cost).

The Reward Based Platform

MAIN FEATURES

▸ **all or nothing** modality;

▸ Campaigns will last **30** -**90** days;

▸ Minimum **Reward:** 2 euro;

▸ Telecom Italia will launch the platform with **4 innovative projects:**

  ▸ HORUS

  ▸ BULBO LIGHT

  ▸ ORANGE FIBER

  ▸ LAST MINUTE SOTTO CASA

Telecom Italia will spread the communication thanks to its huge network.

According to that, creators will receive a considerable endorsement from the communities.

Startup Portfolio

•**BULBO** – Bulbo designs and produces highly innovative LED lights for growing vegetables, herbs, flowers and succulents at home. The products match the natural element and combine functionally, advanced technology and Made in Italy top class design;

•**HORUS** - Horus is a wearable device especially designed for blind and visually impaired people. Mounted on the side of any pair of glasses, it observes the scene from the person's point of view, and thanks to computer vision and machine learning techniques it gives verbal and audio feedback to the user regarding the surrounding scene.

•**ORANGE FIBER** - Orange Fiber is a project aiming at the creation of sustainable fabrics from citrus waste, using nano technologies and R&D

•**LAST MINUTE SOTTO CASA** - creates a link between people and stores avoiding the waste of food.

Check our projects out on
crowdfunding.wcap.tim.it

TELECOM *ITALIA*

Thank you!

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