

# Digital Venice eskills for growth

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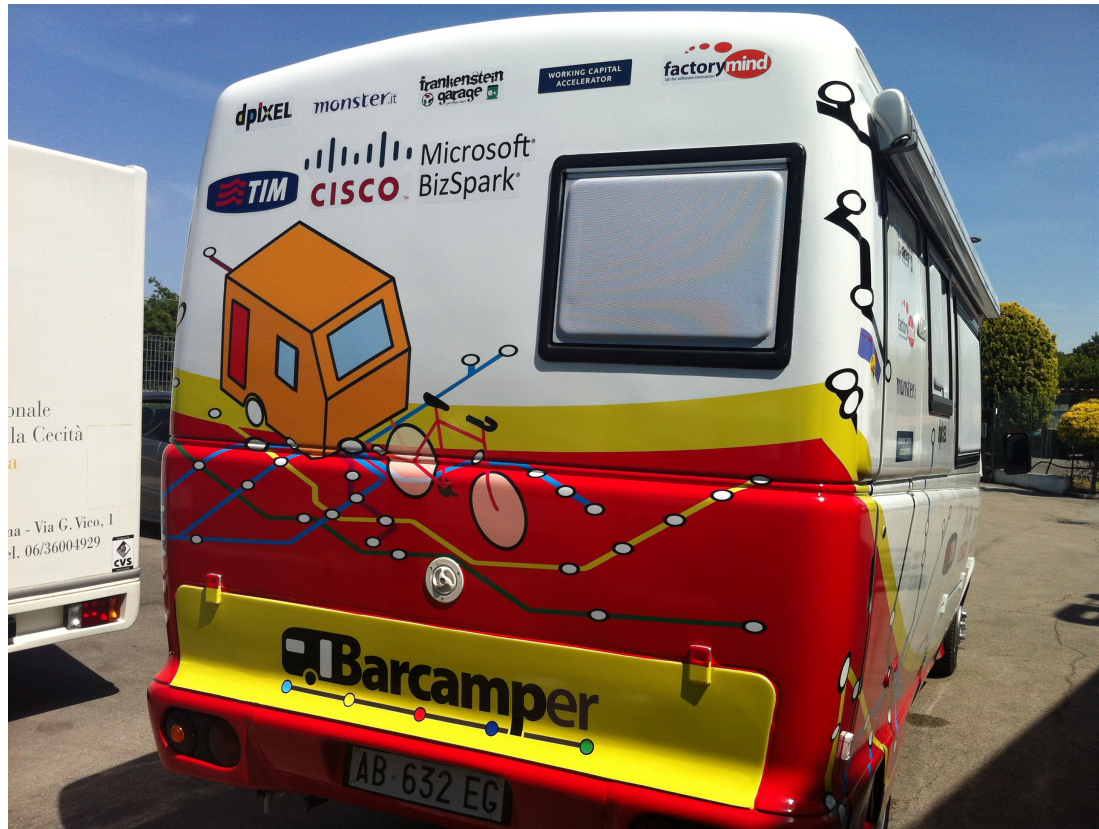
# Startups in Italy

- huge available talent pool (3.5+ mio unemployed)
- great education and research infrastructure (300k University students in Rome alone)
- lack of capital, difficult to scale and exit
- Italian DNA: entrepreneurship and creativity

...we go around Italy meeting  
thousands of them...



# Barcamper





a new generation of  
entrepreneurs



New generations of spin-offs



**\_SEOLAB\_**  
Social media marketing



“nemo profeta in patria”:  
talents on the run



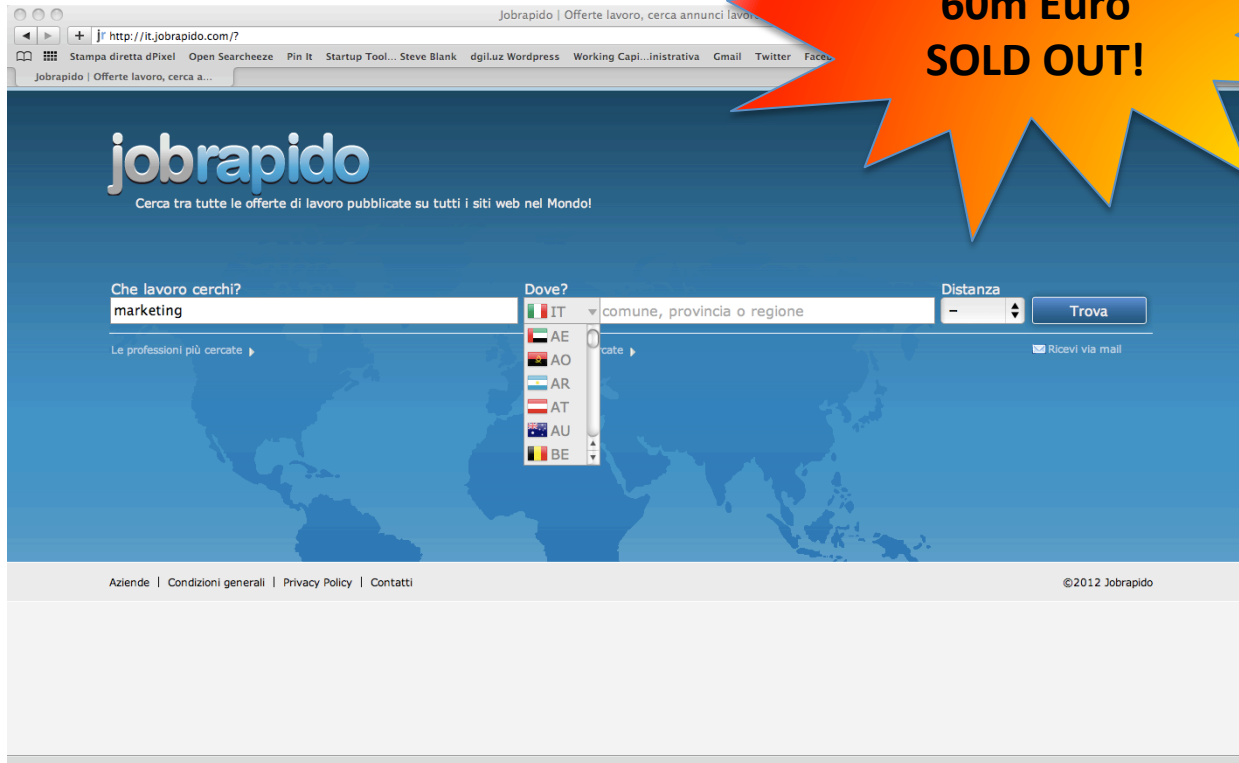


Mashape Turns Down Acquisition Offers; Raises Seed Round From Big Name Investors | TechCrunch
http://techcrunch.com/2011/09/08/mashape-turns-down-acquisition-offers-raises-seed-round-from-big-name-investors/
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Mashape
APIs are hot. Twitter attracts 15 billion API calls per day, and Salesforce.com receives 50 percent of its traffic through its API, to site a few big name examples. So here's a simple thought: If everyone and their mother is beginning to take advantage of APIs, why not create a marketplace where developers can easily discover, distribute, and consume all things API? This was the thinking employed by a young Italian startup (transplanted to San Francisco) named Mashape. As we wrote in our original profile of the startup in June, simply put: Mashape wants to be a little bit Etsy, a little bit Github by offering a unified, all-in-one marketplace where users can find, sell, distribute, and hack on APIs.
When the startup arrived in the U.S. in 2009, it quickly raised \$100K from several angels and VCs. And now more investors are buying, and their names are familiar in the world of tech investing. The company announced yesterday that it has raised \$1.5 million in seed funding led by New Enterprise Associates, with participation from Index Ventures, Charles River Ventures, Ignition Partners, and Eric Schmidt's Innovation Endeavors. Several angels also contributed to the round, including Amazon President and CEO Jeff Bezos.
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Attention
Flexibility
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A second generation of tech  
entrepreneurs







**60m Euro  
SOLD OUT!**

Global gurus

**Check out  
Massimo on  
Ted.com!**





a different kind future



Big software!



we need a snowball effect





digital icons

>

telling hundreds of (real) stories

>

inspiring thousands of startups

>

hiring a huge talent pool

thanks  
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