

GELLIFY & EIT Manufacturing join forces to support European innovation

Milan, Italy, 22 July 2021 – GELLIFY, the innovation partner of the European industrial ecosystem, has officially joined the European Institute of Innovation and Technology (EIT) Manufacturing network partnership. Together, GELLIFY and EIT Manufacturing will share resources and knowledge to support the emergence of the most innovative manufacturing ventures, building a common startup ecosystem for potential co-investment opportunities.

BOOSTING INNOVATION IN MANUFACTURING! – plain and simple, that’s what GELLIFY and EIT Manufacturing aim to do. The Network Partnership Agreement signed by Gian Mario Maggio, Managing Director of the Co-Location Center (CLC) South and Fabio Nalucci, CEO and Founder of GELLIFY, will unveil a world of opportunities for innovative manufacturing startups. The two organizations will join efforts to boost the deployment of innovation in the European ecosystem. EIT Manufacturing is an Innovation Community supported by the [European Institute of Innovation & Technology \(EIT\)](#), a body of the European Union.

The agreement was signed in the presence of EIT Manufacturing’s CEO, Klaus Beetz, who reflected on the partnership: *“Partnering with GELLIFY further enhances EIT Manufacturing’s ability to accelerate innovative solutions that answer to Europe’s most important manufacturing challenges. We are certain that this partnership will contribute very much to our mission of building a network of ecosystems where innovators are encouraged to add unique value to European products, processes and services.”*

Gian Mario Maggio also commented the following on the partnership: *“With this strategic agreement, GELLIFY and EIT Manufacturing, represented by its Co-Location Center South, are joining forces to accelerate the green and digital transition of the manufacturing domain by engaging innovative companies at a national and European level”*. His views were echoed by Lucia Chierchia, Managing Partner of GELLIFY, who designed this partnership with EITM team: *“To boost innovation in manufacturing, we have to create a framework that structures the business needs of manufacturing corporates, analyse the innovation potential of startups ecosystem and identify co-investment opportunities, integrating capital with vertical activities to support companies’ growth. The partnership covers all the technology domains required by smart manufacturing evolution, from analytics to AI, from advanced sensors to automation.”*

To have a full coverage of industrial technologies, in digital and beyond, the partnership also includes INDUSTRIO VENTURES, GELLIFY’s partner for mechatronics. Alfredo Maglione, President of INDUSTRIO VENTURES comments: *“The integration of hardware and software solutions is the way to build industrial IoT platforms. Our partnership with GELLIFY and EIT Manufacturing can be an accelerator for this evolution.”*

The full potential of the partnership remains to be seen with high potential of cooperation in several fields. Rani Avissar, Senior Manager, Strategic Partnerships at EIT Manufacturing and one of the main architects of this agreement, shared that: *“EIT Manufacturing’s strategic partnership with GELLIFY is another powerful engine driving our relentless pursuit of scaling-up industrial innovation in Europe. Together with GELLIFY,*

we look forward to fuelling the best Industry 4.0 startups and connecting them with our pan-European partners and programmes for reimagining the global manufacturing landscape”.

Francesco Ferri, Managing Partner and Manufacturing Industry Lead of GELLIFY, added: *“GELLIFY supports manufacturing companies from different sectors in their innovation processes, from the strategic digital transformation plan to the intervention on specific technological needs related to the efficiency of production processes. Thanks to this partnership, GELLIFY and EIT Manufacturing will be able to help companies even more effectively in their innovation strategy and increase their competitiveness. There is really a great potential, since small, medium and micro enterprises (SMEs) make up 99% of the EU's businesses. They provide two-thirds of jobs in the private sector and contribute more than half of the total value added created by businesses in the Union.”*

Background information

About EIT MANUFACTURING

The [European Institute of Innovation and Technology](#) (EIT) strengthens Europe's ability to innovate by powering solutions to pressing global challenges and by nurturing entrepreneurial talent to create sustainable growth and skilled jobs in Europe. The EIT is an EU body which is an integral part of Horizon Europe, the EU Framework Programme for Research and Innovation. The Institute supports the development of dynamic pan-European partnerships – EIT Knowledge and Innovation Communities – among leading companies, research labs and universities.

EIT Manufacturing is supported by the European Institute of Innovation and Technology (EIT), a body of the European Union. It is one of eight innovation communities within EIT. The others are EIT Climate-KIC, EIT Digital, EIT Food, EIT Health, EIT InnoEnergy, EIT Raw Materials, and EIT Urban Mobility. EIT Manufacturing's main goal is to bring European stakeholders focused on manufacturing together in innovation ecosystems that add unique value to European products, processes and services and inspire the creation of globally competitive and sustainable manufacturing. EIT Manufacturing brings together more than 65 organisations (universities, research institutes and business).

EIT Manufacturing's Co-Location Center South (CLC South), with its headquarters in Milan, Italy is one of the five Co-Location Centres whose mission is fully aligned with the EIT Manufacturing one, that is to bring together leading manufacturing across Europe to integrate innovation and education for an entrepreneurial and sustainable Europe and to fulfil its vision: *"Global Manufacturing Innovation is led by Europe"*. CLC South currently covers the region of Southern Europe comprising Italy, Malta, Switzerland, Albania, Bosnia and Herzegovina, Kosovo, Montenegro and Israel.

CLC South accomplishes the fulfilment of its mission through close cooperation with the EIT Manufacturing headquarters in Paris, France and in collaboration with its local partners from industry, academia and research, namely: Alma Mater Studiorum – University of Bologna, ART-ER, Avio Aero, Bonfiglioli, Brembo, COMAU, DANA, GVS, HIT (Hub Innovazione Trentino), Marposs, Polytechnic University of Milan, Polytechnic University of Turin, Prima Industrie, Reply, SUPSI and Whirlpool.

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More information on EIT Manufacturing website: <https://eitmanufacturing.eu/>
EIT Manufacturing institutional video: [EIT Manufacturing - Institutional Film - YouTube](#)

About GELLIFY

GELLIFY is an innovation platform that connects high-tech B2B startups with traditional companies to innovate their processes, products and business models. With headquarters in Italy and offices in Spain and the United Arab Emirates, the company's success is based on its unique model that infuses companies with the most advanced B2B startup technologies and GELLIFY's expertise. The platform accompanies startups from their "gaseous" or "liquid" embryonic state to a reliable and scalable "solid" state through its exclusive and proprietary growth program, GELLIFICATION. This growth is financed through smart investments implemented by GELLIFY and its co-investors.

GELLIFY has also created a community called EXPLORE where entrepreneurs, innovators and professionals can connect on any digital device. Subscribers can have phygital experiences that alternate between the physical and digital world, participate in events, and infuse their companies with the most advanced startup technologies and GELLIFY skills.

GELLIFY consists of 3 business units:

- GELLIFY for Startups, which is dedicated to the gellification of startups that have already expressed traction in the market. The gellification program provides more complex services than mentorship and basic business creation services typical of incubators. It lasts 6-24 months and involves all areas of the company.
- GELLIFY for Companies, which is focused on open innovation services for SMEs and large corporations that want to build new innovative business paths. This division specializes in corporate venturing, innovation strategies, sales and marketing digitization, Industry 4.0 and digital operations, digitization and workforce empowerment.
- GELLIFY for Investors, which provides investment advisory services and the management of a GELLIFY Investment Fund on selected innovative B2B tech startups.

Partners of GELLIFY for 2021 include the tax consulting firm Pirola Pennuto Zei & Associati with Partner Stefano Tronconi and Associate Partner Luca Neri; the law firm Gianni & Origoni with Partner Federico Dettori and Associate Partner Rodrigo Boccioletti, as part of the activities of the Gop4Venture practice; and T.T. Tecnosistemi, a company focused on advanced IT solutions.

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About INDUSTRIO VENTURES

Industrio Ventures is a boutique accelerator and investor headquartered at the Polo Meccatronica in Rovereto, Trentino-Alto Adige. Operating throughout the Italian Northeast, (Belluno, Reggio Emilia, Bolzano, Tolmezzo-Udine, and recently Vicenza), but also in Boston and in the US Northeast, specializing in hardware startups, Industrio Ventures is an open innovation leader in the manufacturing sector, and in the support of innovative hardware technologies and high-potential teams through seed investments, know-how, and support for growth and internationalization.

Founded by Italian entrepreneurs operating in the fields of industry and innovation, Industrio Ventures boasts an important network of financial, scientific, technological and hi-tech manufacturing partners in Italy, the United States, and Germany, and interacts with the main national hubs and industrial districts. Thanks to its five exits and significant entrepreneurial-culture initiatives carried out in the area, Industrio Ventures is a key partner for startups and spin-offs, research centers, VCs, universities, and manufacturing companies.

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