



MindsettER

LA RETE DI STARTUP DELL'EMILIA-ROMAGNA



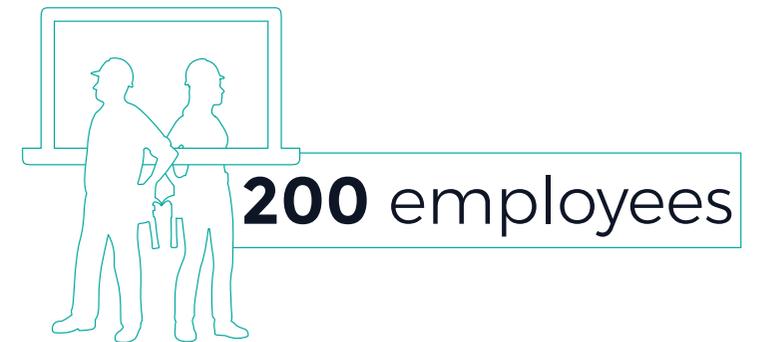
NETWORK

OUR CONTRIBUTION

2019 # startup
inactive  50
3

2018 € turnover  10 Mio
employees 200

up to
date € raised K  12 Mio



FOUNDERS



MEMBERS



50 startups
in the network



AI / FINTECH & INSURANCE

AI / MOBILE ADV

AI / PRICE INTELLIGENCE / E-COMMERCE

AI / VIRTUAL ASSISTANCE

BIG DATA / ANALYTICS / INDUSTRIAL PERFORMANCE

BLOCKCHAIN / FINTECH

BUSINESS / JOBS, SALARIES & REVIEWS

CONTENT / DIGITAL AUDIO

DESIGN

DIGITAL / PRODUCTIVITY / BTC

DIGITAL / SHOPPING ONLINE / BTC

ENVIRONMENT / CIRCULAR ECONOMY

EVENTS / MARKETPLACE / GREEN

EVENTS / SEARCH ENGINE

FASHION TECH / VIRTUAL COLLECTION

FASHION / VINTAGE MARKETPLACE

3D PRINTERS / ADDITIVE MANUFACTURING

FOOD / AGRITECH

FOOD / DELIVERY

FOOD / E-COMMERCE

FOOD / MARKETPLACE / BTB

FOOD / RETAIL / IOT

HR TECH / CORPORATE TRAINING

ICT / SOFTWARE / LOCATION INTELLIGENCE

LIFE SCIENCES / BRAIN-COMPUTER INTERFACES

LIFE SCIENCES / BIOTECH

MARKETPLACE / WORD OF MOUTH

MECHATRONICS / BICYCLES

SMARTCITY / HEALTHCARE

SMARTHOME / IOT

SOFTWARE / AR / BTB

SOFTWARE / COMPUTER VISION

TOURISM / DIGITAL MENU

TOURISM / MARKETPLACE

TRANSLATIONS / REAL-TIME PROOFREADING

WELFARE / CORPORATE WELLNESS

....



50 fluid
competences



ECOSYSTEM

COMMUNITY





INNOVATION



CREATE INNOVATION AND SPREAD OUR MINDSET

SOLVE PROBLEMS

Find technological needs and solve them;
use digital technologies in a creative way

STARTUP & LARGE ORGANISATIONS



Strengths of large organizations

- Access to market
- Market Knowledge
- Workforce
- Economics of scale
- Resources and Power
- Capital
- Viability

Weaknesses of large organizations

- Slowness
- Lack of Creativity
- Standardisation of processes
- Limited motivation
- Slow-paced growth
- Risk aversion
- Operate in mature markets

**dynamic
exchange of
technology,
talents &
clients**

Weaknesses of startups

- Difficulties in accessing new markets
- New to market
- Limited workforce
- Lack of resources and partners
- Need of extra resources to scale
- Lack of money
- Lack of visibility

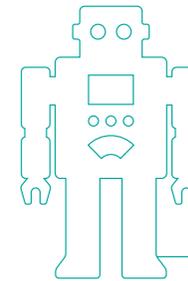
Strengths of startups

- Organisational agility
- Creativity & new ideas
- Challenge the status quo
- Versatile environment
- Highly motivated teams
- Potentially rapid growth
- Willingness to take risks

CORPORATE NETWORK

GOALS

- ▶ create a culture of **collaboration** between startup & companies
- ▶ **disrupt** consolidated companies
- ▶ make the whole **ecosystem** thrive



2 consolidated
companies

GRUPPO
CAMST 

 EMILBANCA
BCC CREDITO COOPERATIVO

CASE STUDY



Open Innovation Program CAMST-MindsetTER Jan - Sep 2019

1 Open Innovation program

startup MS

13

manager CAMST

30

CASE STUDY



Award: Premio Innovazione SMAU, 2019

Testimonianza: SMAU BERLIN, 2019

Source: Startup Day, Bologna, 2019

In their words

“E’ sicuramente un caso di grande successo e innovativo rispetto a tutti gli altri, da quando è nata CAMST.”

**GRUPPO
CAMST** 



FUTURE IS
HAPPENING HERE,
NOW.

supported by

