

## **360by360 COMPETITION: SUPERMERCATO24 IS THE WINNER OF THE SECOND EDITION**

*Supermercato24 is the startup that won the \$ 360.000 seed investment offered by 360 Capital Partners for the second edition of 360by360 Competition, together with the Special Prize granted by Deutsche Bank. GIPStech is awarded the Cleary Gottlieb Steen & Hamilton LLP Special Prize.*

Last Wednesday, January 21st, 2015, Palazzo Mezzanotte was the location that hosted the final event of the second edition of 360by360 Competition, sponsored by 360 Capital Partners, the investment firm specialised in Venture Capital. The 18 startups in that made it to the final stage challenged each other pitching their projects to an international panel of venture capitalists and an audience of investors, journalists and prominent actors of Italian and European Innovation Ecosystem.

355 applications received; 18 finalist startups; 8 European Venture Capitalists lined-up for the Selection Committee; 8 Sponsors; 24 Partners among main Italian startup incubators, accelerators, Business Angel networks; 200 participants and 2270 people that followed the event in streaming: these are the numbers of the second edition of 360by360 Competition.

This second edition was made possible also thanks to the renewed support of the Sponsors, top-tier players of the business, legal and financial ecosystem: Cleary Gottlieb Steen & Hamilton LLP, Gold Sponsor; Bip, Decalia, Deutsche Bank, Edmond de Rothschild, Equita Sim, KPMG, Microsoft, Silver Sponsors. Wired, Corriere Innovazione, Startup Business and MailUp were Media Partners of this second edition.

With the historical location of the Italian Stock Exchange as a background, Supermercato24, the startup promoted by U-Start, was the one standing out that got the \$360.000 investment offered by 360 Capital Partners, together with the Special Prize granted by Deutsche Bank: a bank account for small business free of charge for 12 months, a simple example that bears witness to the concrete support that the Silver Sponsor is cultivating towards innovative startups "Made in

Italy". Cleary Gottlieb Steen & Hamilton LLP has decided to offer 10 hours of legal assistance to GIPStech.

*"I believe the fact of being a strong team, with previous entrepreneurial experience, coupled with our business metrics, have played in our favor and bringing us to the victory". – Enrico Pandian, CEO & Founder of the winning startup, comments – "Our goal is to cover 58 Italian districts with our service by the end of February and to extend service delivery to other products, not only food. One aspect I am particularly fond of is creating job opportunities: currently there are more than 250 delivery men who daily work with us and by the end of February 2015 we aim to have more than 1800 active delivery men at our platform. We thank U-Start for believing in us since the beginning and for having suggested us as finalists to the competition. The application to 360by360 Competition was not random, but it took place after discovering the investment that 360 Capital Partners had carried out in BeMyEye, a company that uses crowdsourcing just like us, and therefore we thought they could be interested in our model. We believe 360 Capital Partners can be for us a springboard to the European countries where we aim to arrive later on this year".*

*"We are very satisfied with the second edition of our startup competition: the quality of finalist startups was very high and also the international jurors representing the best European VCs were positively surprised by the sparkling Italian ecosystem" – Cesare Maifredi, General Partner of 360 Capital Partners, said – "Supermercato24 deserved the victory and our trust because more than any other project has proven execution speed and ability to achieve concrete results in a market segment with great potential that in Italy has no clear leader so far".*

The project stems from a need for Enrico Pandian himself, founder of Supermercato24 that while spending his working week between London and Verona was not able to get delivered at home its daily grocery shopping. He searched for a shopping delivery service and stepped into the American Instacart, still not available in Italy though, and therefore he decided to launch its copycat. While the product from the user side is a simple responsive website that allows customers to do their shopping in all supermarkets of the area, choosing their products and getting them delivered in the coming hours, the most interesting part is the software that manages the network of delivery men, currently about 250 spread out in over 8 cities.

*"It 's an honor for us being be the second consecutive time one of the best partners of the competition. Last year with Jobmetoo that, even if not winner of the first prize, received a seed investment from 360 Capital Partners, and this year with Supermercato24. Our experience and our network as a boutique advisory*

*allows us to quickly get in touch with excellent business realities that fully meet the requirements that a Venture Capital and a Family Office looks for in a startup.*  
" – Stefano Guidotti, CEO of U-Start, states.

## **About 360by360 Competition**

360by360 Competition, at its second edition, is a startup competition sponsored by 360 Capital Partners dedicated to Italian innovators that aims to scout and fund the most promising startups in Digital, Industrial & Cleantech and Medical Devices sectors. The initiative stems from the trust in the innovative edge of "Made in Italy" and leverages on the expertise and network of exceptional Partners chosen among leading players in the Italian innovation ecosystem: startup incubators and accelerators, science and technology parks, business angel networks, and national business plan competitions. Applying startups can win a seed investment of \$ 360,000. The winner will enter the portfolio of 360 Capital Partners, which may decide to further invest in other not winning startups. More information is available on [www.360by360competition.com](http://www.360by360competition.com)

## **About 360 Capital Partners**

360 Capital Partners is Venture Capital firm, investing in Innovation at full scale, in Early stage in Europe and more particularly in France and Italy. With over € 300M under management in the last 15 years, 360 Capital Partners is managed by a consolidated team cumulating 60+ years of Venture Capital experience investing in, following-up and/or exiting from over 80 companies. More information is available on [www.360capitalpartners.com](http://www.360capitalpartners.com)

## **About Supermercato24**

Supermercato24 is a startup that delivers your grocery shopping home within the day. Users can simply do their shopping on Supermercato24's website from any device – computer, tablet, smartphone – or order through a call center, choosing their favorite supermarket, the products of their trusted brands and having them delivered home. An algorithm selects the closest available delivery man either at your location, or in the supermarket, in order to maximize the delivery time and the benefit for the same bellboy. You will have everything delivered home, even

within an hour after your order. In other words, Supermercato24 connects those who, for whatever reason, cannot do the shopping, with those who are willing to do it for him. More information on [www.supermercato24.it](http://www.supermercato24.it)

## **About U-Start**

U-Start is a global boutique advisory firm offering services targeted at supporting private investors, Family Offices, HNWI as well as venture capital funds, corporates and wealth management institutions in scouting the best opportunities worldwide in digital and tech companies. More information available at [www.u-start.biz](http://www.u-start.biz)

More information available on the official website of 360by360 Competition ([www.360by360competition.com](http://www.360by360competition.com))

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