

THE STEPS **ITALY** HAS TAKEN IN ORDER TO BECOME THE NEXT **STARTUP NATION**

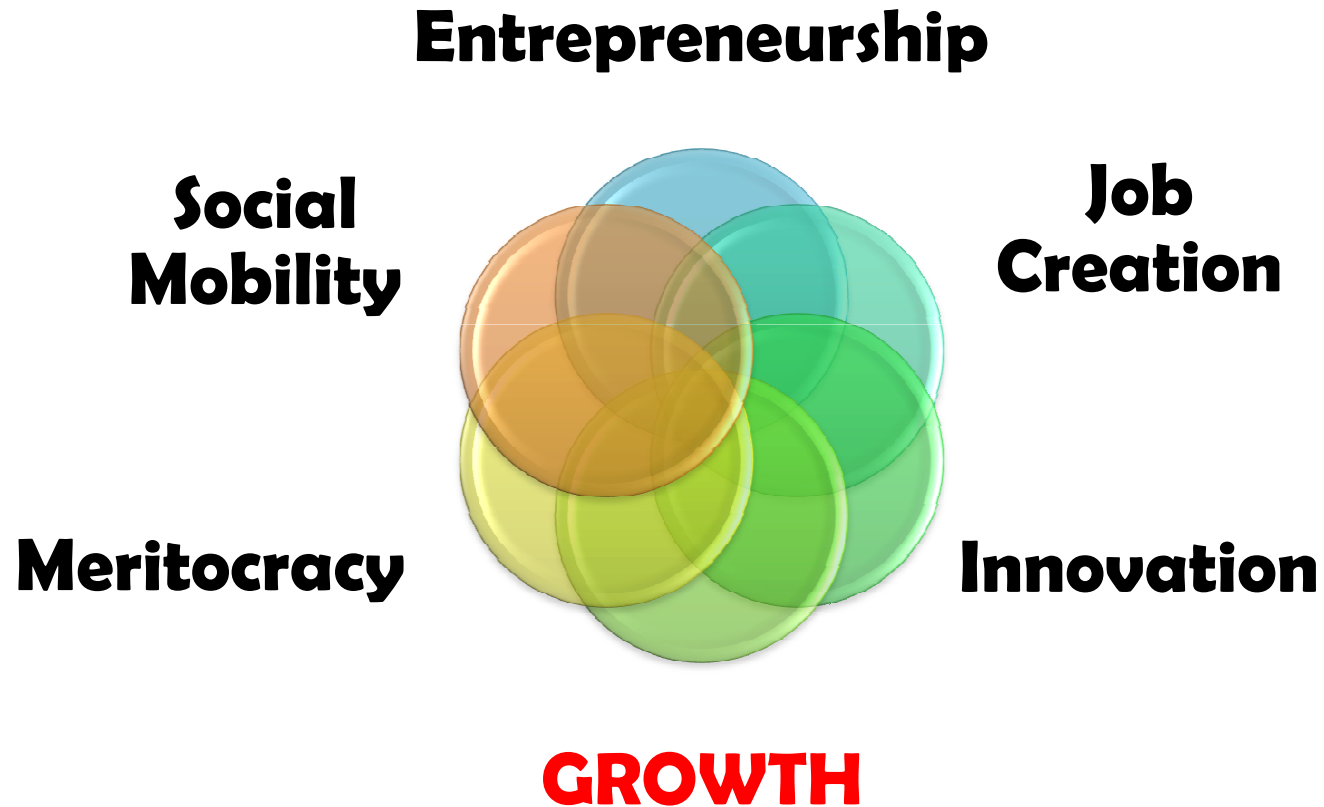
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Italian Ministry of Economic Development



BETTING ON STARTUPS: **WHY?**



BUILDING A NEW POLICY:

HOW?

**Public Task
Force
gathering 12
top experts**

**Open
Consultation
with +2.000
key players**

**LAW 221/2012:
ITALY'S
"STARTUP ACT"**

NICE!

ITALY HAS A STARTUP POLICY,

BUT...

What's it

about? Wait for it...

**LOADING OUR 10
COMMANDMENTS**

Get ready...

-1-

**You can now register your
startup
ONLINE,
FOR FREE**

Don't need to pay anything to set up your startup!

-2-

FLEXIBLE Labour Law
applicable for the whole
startup's life cycle

Temporary contracts for 4 years!

-3-

VARIABLE PAY

**depending on your
company's performance**

The better you work, the more \$ you get!

-4-

**You can remunerate
workers & consultants with
STOCK OPTIONS &
WORK FOR EQUITY**

No liquidity?

No worries! You can pay your team with stock options!

-5-

TAX CREDIT of **35%** for
**hiring highly-qualified
personnel**

**Need to hire a developer but don't have 50k?
17.5k will be provided by the Gov!**

-6-

Robust (19-27%)

TAX RELIEF

**on investments into
startups' equity**

I've seen VCs and Business Angels over the moon...

-7-

**Startups can raise money
through EQUITY
CROWDFUNDING
online portals
(1st tailored law on Earth)**

-8-

**Free, fast-track
PUBLIC GUARANTEE ON
BANK LOANS**

covering 80% of the sum

Bye-bye credit crunch!

-9-

**Tailored support
by the
ITALIAN TRADE AGENCY**



ITALIAN TRADE AGENCY

ICE - Agenzia per la promozione all'estero e
l'internazionalizzazione delle imprese italiane

**Specialists at your beck and call will help you go
international!**

-10-

FAIL-FAST
mechanism

In case things go wrong...
you can move on to your next startup quickly!

**OK, YOUR POLICY SOUNDS
INTERESTING, BUT...**

**Sure it's not just
pie in the sky?**

Yep.

≈ 1,800

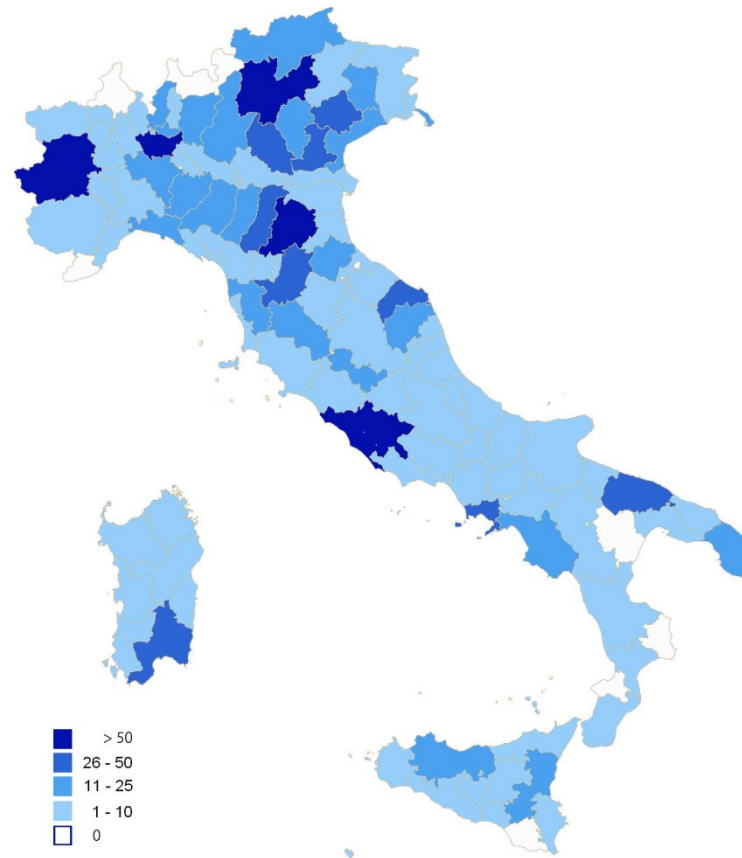
high-tech startups

set up in the last 12 months

Don't believe me? Visit

<http://startup.registroimprese.it/report/startup.pdf>

Italy's startup Ecosystem



77 **1,800 NEW HOPE\$ FOR ITALY'S ECONOMY!**

Where are our startups based?

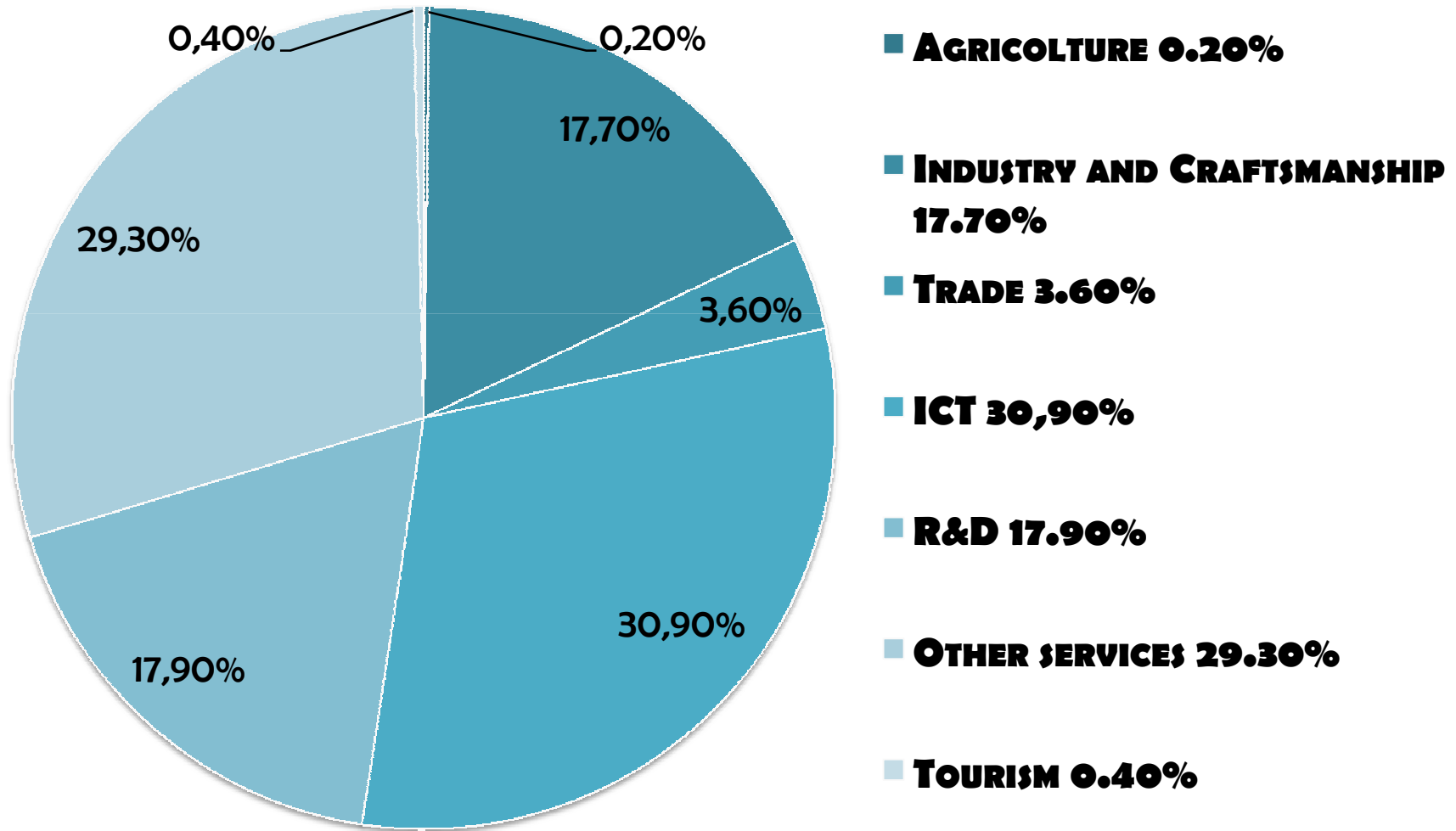
Italy's **3** most populated **Regions**:

- 1. Lombardy**
- 2. Lazio**
- 3. Emilia-Romagna**

Italy's **3** most populated **cities**:

- 1. Milan**
- 2. Rome**
- 3. Turin**

What do they do?



What's next?

ITALIA STARTUP VISA

Do you want to set up a startup in Italy?

**Send us your business model, you'll get
your visa within 4 weeks**

Thank you

FOR YOUR ATTENTION!

For further information:

Web [HTTP://WWW.MISE.GOV.IT/](http://www.mise.gov.it/)

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