

## **CDP Venture Capital: the call for the Personae accelerator is open, over 6 million euro for start-ups operating in the welfare sector**

*The accelerator, created together with SocialFare, a|cube, the co-investors Social Fare Seed, a|impact and Fondazione Italiana Accenture, as well as leading institutional and corporate partners, will support the growth of start-ups that develop welfare services and technologies*

*From now until 2 October 2022, start-ups can submit their application on [www.personae-accelerator.com](http://www.personae-accelerator.com) to take part in the first edition scheduled to be launched in January 2023*

Rome, 18 July 2022 - **CDP Venture Capital Sgr** announces the start of the call for **Personae**, the accelerator for start-ups that develop new welfare solutions or services linked to individuals, communities and companies. The programme is part of the **CDP National Accelerators Network**, the network operating across the territory to help the growth of young companies specialised in high-potential markets.

Personae was born out of the initiative of **CDP Venture Capital Sgr**, through the Accelerators Fund, and is created together with **SocialFare | Centro per l'Innovazione Sociale** and **a|cube**, Italy's leading accelerators in guiding start-ups and companies with a high social and environmental impact, which will manage the process from an operational point of view.

The programme's total assets under management amount to **6.1 million euro** for investments in the acceleration phase and for the subsequent growth steps, 3.5 million euro of which was allocated by **CDP Venture Capital's Accelerators Fund**, 1.774 million euro by **Social Fare Seed**, 632 thousand euro by **a|impact - Avanzi Etica SICAF EuVECA** and 224 thousand euro by **Fondazione Italiana Accenture**.

The initiative also benefits from the support of **Fondazione Compagnia di San Paolo**, **Fondazione Cassa di Risparmio di Cuneo** and **Fondazione Social Venture Giordano Dell'Amore** as main partners. **Accenture** participates in Personae as corporate partner.

Personae aims to support the development of start-ups capable of responding in innovative ways to the most current challenges in the welfare sector, such as demographic imbalance, the fragmentation of family structures, the birth of new relational models or the strengthening of situations of social vulnerability. The proposed solution must include characteristics of accessibility, personalisation, flexibility, inclusion, innovation and fall within the areas of individual, work, economic or family and community well-being.

Personae will select **up to 10 start-ups each year for three years**, which will receive an **initial investment of 100 thousand euro** and will participate in a 4-month acceleration programme focused on growth for market access enriched by mentoring and tutoring sessions carried out by the SocialFare and a|cube team in collaboration with their network of professionals and with the participation of Italian and international investors.

The best projects will have access to further investments of up to 300 thousand euro per start-up, already allocated by the initiative's investors and co-investors.

The acceleration programme will take place alternating online and face-to-face sessions in the premises of



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Rinascimenti Sociali in Turin - made available by SocialFare - and in the premises of Avanzi Coworking in Milan - made available by a|cube.

Interested start-ups can submit their applications until 2 October on [www.personae-accelerator.com](http://www.personae-accelerator.com). The call is open to Italian and international start-ups intending to set up a registered office in Italy.

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#### **CDP Venture Capital SGR**

CDP Venture Capital is an asset management company (70% owned by CDP Equity and 30% owned by Invitalia) with over 1.6 billion euro of assets under management. It aims to make Venture Capital a strategic pillar to Italy's economic development and innovation, creating the conditions for a comprehensive and sustainable growth of the Venture Capital ecosystem. It operates through a series of funds that aim to support start-ups in all their life cycle stages, making both direct and indirect investments.

#### **Contacts**

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