

CDP Venture Capital launches Habitech, the start-up accelerator for the proptech and sustainable building sectors

Conceived together with Digital Magics and MassChallenge, the initiative involves COIMA, Ariston and Novacapital as promoters, with a total budget amounting to 5.75 million euro

Habitech opens the selection process to support the growth of the most promising start-ups in the field of real estate technological solutions. The selected companies will receive a 115 thousand euro pre-seed investment

The programme will be hosted in Milan, within COIMA's premises in Porta Nuova, where start-ups will be able to use the Group's local digital platform to accelerate testing and prototyping

Rome, 13 June 2022 **TBC** – **CDP Venture Capital Sgr** launches **Habitech**, the accelerator for start-ups that develop services dedicated to the proptech sector, through the application of real estate technological and digital solutions. The programme is part of the **CDP National Accelerators Network**, a network operating throughout the territory to help foster the growth of young companies specialised in high-potential markets.

Habitech originates from an initiative of **CDP Venture Capital Sgr**, with a total budget of 5.75 million euro destined for investments in the acceleration and post-acceleration phase, 3.75 million euro of which is allocated by CDP Venture Capital Sgr's Accelerators Fund.

The programme will be managed by **Digital Magics**, a certified start-up incubator, and **MassChallenge**, a US operator with over 10 years of experience and a track record of over 3,000 accelerated companies. The **COIMA Group**, specialised in the investment, development and management of Italian real estate assets on behalf of institutional investors, the **Ariston Group**, one of the global leaders in thermal comfort for homes and sanitary water, and **Novacapital**, are also promoters and partners of the transaction.

COIMA will provide the District management technology platform implemented in the Porta Nuova district in Milan and will host Habitech's offices in this area, with the advantage for start-ups of being completely immersed in the realities in which they will test their prototypes.

In addition, a number of companies have already joined the programme as Partners of the initiative, such as: **illimity Bank**, **Planet Smart City**, **Gabetti Lab** and **COSTIM**.

The promoters and corporate partners will contribute to the identification of the programme's research areas and to the selection of accelerated start-ups, providing them with mentorship and tutoring and supporting Habitech managers through the transfer of expertise and skills in the real estate sector.

The accelerator aims to support the development of start-ups operating in the field of innovative services for the building sector, with special focus on the development of sustainability related technologies, as well as financial services for the real estate sector, digital platforms to broaden the activation of urban neighborhoods, the management of real estate transactions and services, the management of the domestic consumption network through artificial intelligence and big data, energy efficiency solutions, local energy systems, smart districts and the management of energy communities.

Habitech will select up to 10 seed and pre-seed start-ups each year for 3 years. The first call is open from today until 15 July on www.habitech-italia.com.

The selected start-ups will receive a 115 thousand euro “*pre-seed*” investment and will participate in a 4-month acceleration programme focused on growth for market access. Thanks to the collaboration with the partners involved, the start-ups will be able to meet directly with industry experts and have the opportunity to test their solution in real environments. Finally, the best projects will have access to additional investments already allocated by the initiative's Promoters.

"The HabiTech accelerator is dedicated to housing, a sector that has undergone a revolution in recent years also as a result of the pandemic, but that has also been transformed by people's diverse needs, digitisation and the growing number of applications in the field of smart cities, as well as by the sustainability requirement" comments **Francesca Bria, President of CDP Venture Capital Sgr**, *"The start-ups play a leading role in this transformation, as can be seen from the increasing number of start-ups globally that develop smart services for urban transformation and for the energy transition. The participation of Italian excellences in the sector of services linked to urban development and housing sustainability among the programme's promoters and partners goes to show just how strategic this sector is to transform our cities into green and digital cities in the future"*.

CDP Venture Capital SGR

CDP Venture Capital is an asset management company (70% owned by CDP Equity and 30% owned by Invitalia) with over 1.5 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.

COIMA

COIMA specialises in the investment, development and management of Italian real estate assets on behalf of institutional investors, with an integrated ESG approach. COIMA Holding controls the operating companies, including COIMA SGR, an investment & asset manager that manages 30 real estate funds with over 9 billion euro of stabilised investments; COIMA REM, a development and property manager which has developed and managed properties covering over 5 million square metres in over 40 years; COIMA HT, which operates in the technology field to support the digital enabling of physical spaces.

Ariston Group

Ariston Group is a global leader in renewable and high-efficiency solutions for water and domestic heating, components and burners. In 2021 the Group recorded a turnover of around 2 billion euro. Ariston Group, including the acquisition of Chromagen finalised in January 2022, counts approximately 8,000 employees, representative offices in 43 countries, 25 production sites and 26 research and development centres across 5 continents. Ariston Group has been listed on Euronext Milan since November 2021.

Ariston Group demonstrates its commitment to sustainability through the development of renewable and high energy efficiency solutions such as heat pumps, heat pump water heaters, hybrid solutions and solar heating. The Group also stands out thanks to its continuous investments in technological innovation, digitisation and advanced connectivity systems.

The Group provides a full range of products, solutions and services mainly under the global brands Ariston and ELCO, and operates local iconic brands such as Calorex, NTI, HTP, Chaffoteaux, ATAG, Chromagen, Racold as well as Thermowatt and Ecoflam in the components and burners section.

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