



Press Release

Milan, 28 November 2019

About Vittoria Hub

The Vittoria Hub project was created on the initiative of Vittoria Assicurazioni in 2019 to bring innovation to the insurance underwriting system.

It is the first Insurtech Incubator in Italy dedicated to Open Innovation with the aim of encouraging the circulation of ideas, the collaboration between start-ups and established enterprises in the market of services and the growth of new insurance business models.

Address

Via Ignazio Gardella 2
20149 Milano, Italy
T. +39-02482191
vittoriahub@vittoriaassicurazioni.it
Website: www.vittoriahub.com

About Vittoria Assicurazioni

Vittoria Assicurazioni is an independent company with headquarters in Milan that was established in 1921. The company has operations in all Non-Life and Life classes across the Italian national territory through an extensive commercial organization and proposes itself as the insurer of households and small and medium-sized enterprises. Vittoria Assicurazioni is subject to management and coordination by its Parent Company Yafa S.p.A.

Vittoria Hub Is Born: The First Insurtech Incubator Based on Open Innovation

Promoted by Vittoria Assicurazioni, it will be a space dedicated to innovation, co-creation and excellence in the insurance world.

**First “call for ideas” launched.
Applications accepted until 28 February 2020.**

Milan confirms its position as the capital of Italian innovation thanks to a new project created by [Vittoria Assicurazioni](#). Today, Thursday, November 28, the Company announced [Vittoria Hub](#), the first Insurtech Incubator in Italy based on Open Innovation.

Based in Parco Vittoria Business Centre, located in the heart of the modern district *Portello*, Vittoria Hub will be the contact point for technological innovation and new business models fostering the development of the insurance industry.

Vittoria Hub will therefore have the task of attracting investors, partners and start-ups to a central venue to promote an advanced exchange of ideas, resources and skills and accelerate the growth path of start-ups, from the idea to industrial maturity, proposing a new ecosystem in the insurance market.

Values of Vittoria Hub

Innovation, co-creation and excellence, these are the three key values of Vittoria Hub:

- **Innovation**, i.e. support for Open Innovation processes in order to develop modern customer-oriented solutions capable of responding to, but especially anticipating, new needs and requirements, with a steady gaze to the future characterized by significant investments in research and technology, essential to provide increasingly tailor-made services;



Headquarters

Via Ignazio Gardella 2
20149 Milano, Italy
T +39 02 48219.1
F +39 02 48203693
www.vittoriaassicurazioni.com

Press Office: Doppia Elica

Gloria Dal Molin
T. +39 02 40303461
M. +39 393 8291512
g.dalmolin@doppiaelica.com
Roberta Parrinello
T. +39 02 40303467
r.parriniello@doppiaelica.com

- **Co-creation**, i.e. creation of a dynamic environment based on sharing, collaborations and exchanges. Start-ups, technological partners and investors will be working in synergy according to an **API (Application Programming Interface) ecosystem sandbox model** in order to bring new business proposals to the market;
- **Excellence**, i.e. continuous search for high-level ideas and projects capable of standing out on the market and giving a positive impulse to the industrial development of the insurance business sector thanks to the solidity, know-how, independence and reliability of a promoter such as Vittoria Assicurazioni.

Insurtech ecosystem

Vittoria Hub will be focusing on **4 areas - Person (Health & Wealth), Home, Mobility and Connected Company** - based on a concept of ecosystem consisting of an integrated and well-orchestrated set of services and technologies to provide consumers with **prevention, assistance and first aid, remedy and monitoring**.

An Insurtech ecosystem where customers will be able to access any services at all times, joining, leaving, and moving within, the same **without barriers** according to their needs.

Call for Ideas 2019

The first call for ideas is open to all start-ups with innovative ideas in the field of the ecosystems Person, Home, Mobility or Connected Company, which may be integrated with new insurance solutions and new distribution channels. Selected start-ups will have the opportunity to start the program **Via² (Vittoria Incubation, Adoption and Acceleration)** structured in 3 steps, as follows:

- **Incubation**, from Business Idea to MVP, Minimum Value Proposition;
- **Adoption**, from MVP to Proof of Concept for interoperation with Vittoria ecosystems and infrastructure;
- **Acceleration**, from “Vittoria POC” to initial entry into national and international markets.

Through these three phases, access to which will be subject to a ranking compiled by Vittoria Hub CTS (*Comitato Tecnico di Selezione*, Technical Selection Committee), each start-up may obtain incremental awards of up to €60,000, and additional preferential financing terms.

Applications may be filed until 28 February 2020; the form to participate is [here](#).



Partners

To date BeOn, CRIF, Design Group Italia, Doppia Elica, F2A, FairConnect, G2, Horsa, Logotel, Microsoft for Start-ups, Maps Group, Politecnico di Milano Digital Innovation, Orrick, Studio Dattilo and Delta have joined the project as partners.

“Vittoria Hub is a project that fully embodies the desire to imagine the future and study all the variables that affect the current and prospective environment of Vittoria Assicurazioni. However, innovating does not just mean ‘inventing something new’. It also means learning about the impact of the explosion of available data on the correlation between factors we do not control that may bring about change in the society, such as technology, economics, the environment, politics, the law. Only an ethical and transparent management of data will make innovation a truly positive and winning proposition,” said **Carlo Acutis, President Emeritus of Vittoria Assicurazioni**, opening the presentation press conference.

Cesare Caldarelli, Company CEO, stated: *“Technological innovation plays a key role in the insurance business. We at Vittoria Assicurazioni have always been aware of this. Over the years we have made important investments and today we can be more than satisfied with the results achieved. Precisely because we strongly believe in the evolution of technology, we have decided to travel this new leg in our journey with a view to continuity. We are convinced that the future of distribution in the insurance world and attention to the service to be provided to the end customer will require new contributions of ideas and initiatives”*.

Maria Bianca Farina, President of ANIA, and **Filippo Renga, Director of the Politecnico di Milano Fintech & Insurtech Observatory**, also took part in the conference.

“Within the framework of the three-year strategic plan of ANIA, we have included specific initiatives closely linked to innovation, some of which have already entered the implementation phase. In particular, we are working on the creation of the ANIA Innovation Point, designed to become a point of contact for technological innovation and sustainable development for the entire insurance sector. We are only at the beginning of our journey, of course. Vittoria Assicurazioni is starting a new and promising one today. I hope that it will be a compelling journey for all of us,” said **Farina**.

“Insurtech is undoubtedly one of the sectors with the greatest potential for innovation in the coming years. Open Finance has only recently begun to make headway in the sector. One figure bears all of this out: 174% growth of Insurtech start-ups in the last two years internationally, and at a much higher rate in Italy”, reported **Renga**.

Gian Franco Baldinotti, CEO of Vittoria Hub and Chief Marketing Officer of Vittoria Assicurazioni, took the floor and highlighted the



enormous potential of Insurtech for ecosystems: *“We have identified a unique opportunity, given by the convergence of technologies, capital system and cultural environment conducive to innovation. This incubator was born to attract Partners, Start-ups and Capital that believe in a concept of ecosystem within a single environment dedicated to supporting its transformation and rewarding business excellence through open innovation models”.*

Fabrizio Cardinali, Chief Innovation Officer of Vittoria Hub, and **Nicolò Soresina, Chief Operating Officer of Vittoria Hub,** illustrated the incubator in detail.

“To be successful, Open Innovation requires a mentality, technology and architecture that are truly ‘open’ for interoperation with third-party systems, data and business models”, explained Cardinali. “The concept of Vittoria Hub’s ‘ecosystem’ is to the future of Insurtech more or less as the Digital Marketplace was to digital content when it first arrived on the web: an opportunity for everyone to Share, Grow and Innovate together”.

“With the Vittoria Hub team, we have defined the perfect venue, designed the processes, structured the services, built the partner network and launched innovative incubation methods and operations on the digital channel to provide joining start-ups with maximum propulsion and focus in their path towards the market and the creation of new generation Insurtech services”, said Soresina. “The daily challenge, and responsibility, we now have before us is to support the best talent so as to let them grow and emerge.”