

Coming soon...

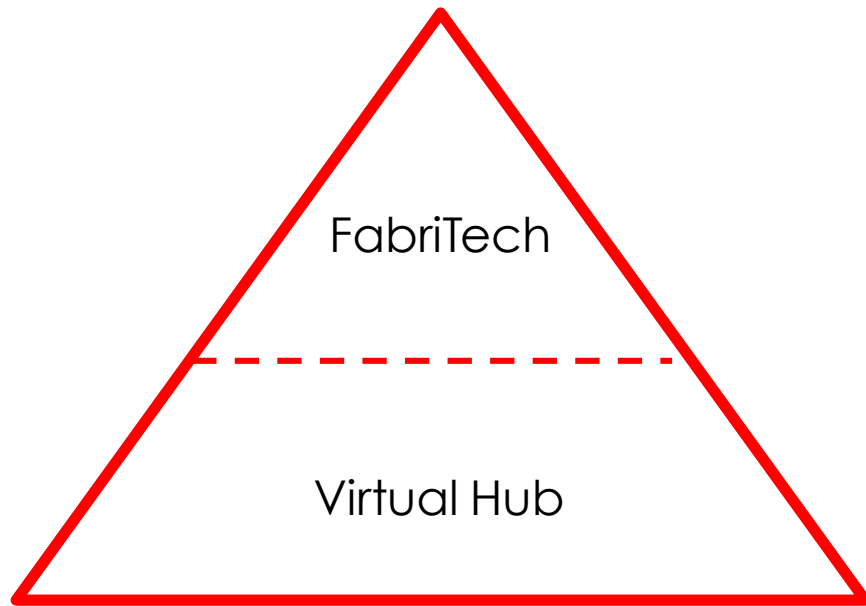
# SPICI Tech Hub



Società per  
l'**Innovazione**  
la **Cooperazione** e  
l'**Internazionalizzazione**

# Business idea

Our company aims at launching **SPICI Tech Hub**, a one-stop-shop that acts, on the one hand, as a “factory” for the development of customized technological solutions and, on the other hand, as a tool to support the growth and internationalization processes.



# Business idea

**SPICI Tech Hub** is a project consisting of:

- **FabriTech**: a technological space for the development of digital solutions (software, apps, web apps, physical products and related organizational solutions) based on an open innovation approach.
- **SPICI Virtual Hub**: an open technological platform relying on artificial intelligence algorithms and providing scouting, mapping and matchmaking tools to:
  - Support companies in the process of growth on domestic and foreign markets through **strategic and relational marketing services**;
  - Provide **internationalization services** to SMEs through **Leonardo Hub, a virtual science and technology park** that provides all the resources and services necessary to effectively enter a foreign market and grow;
  - Provide **digital education services** through the creation of a pilot centre dedicated to the digital transformation of education and training.



# Market needs

## Target Users

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### **Innovation Ecosystem Stakeholders**

*Italian or foreign, private or public users (eg. Chambers of Commerce, Clusters, Districts, Consortia, Networks, Employer Associations, companies, startups, research centres, investment funds, ecc.)*

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### **Public Administrations**

*Regions, Provinces, Municipalities, Public Companies, Universities and Schools, etc.*

## User Needs

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Skills, talents and digital solutions to compete in a market characterized by continuous technological changes.

In-depth knowledge of the target market, identification of potential business and/or technological partners, local suppliers, customers, etc. in order to grow at the national and international level.

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Modernize and digitize public services to make them more efficient, simple, transparent and inclusive.

## SPICI Tech Hub Benefits

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**FabriTech** will facilitate the digital transformation of customers by providing **services of corporate reorganization**, as well as producing **ad hoc technological solutions**, which can be developed in collaboration with third parties.

**SPICI Virtual Hub** is a tool to scout, map and connect the resources that support the growth, innovation and internationalization processes of companies. The three different macro-areas of services are: **strategic and relational marketing, support for internationalization, services for digital education.**

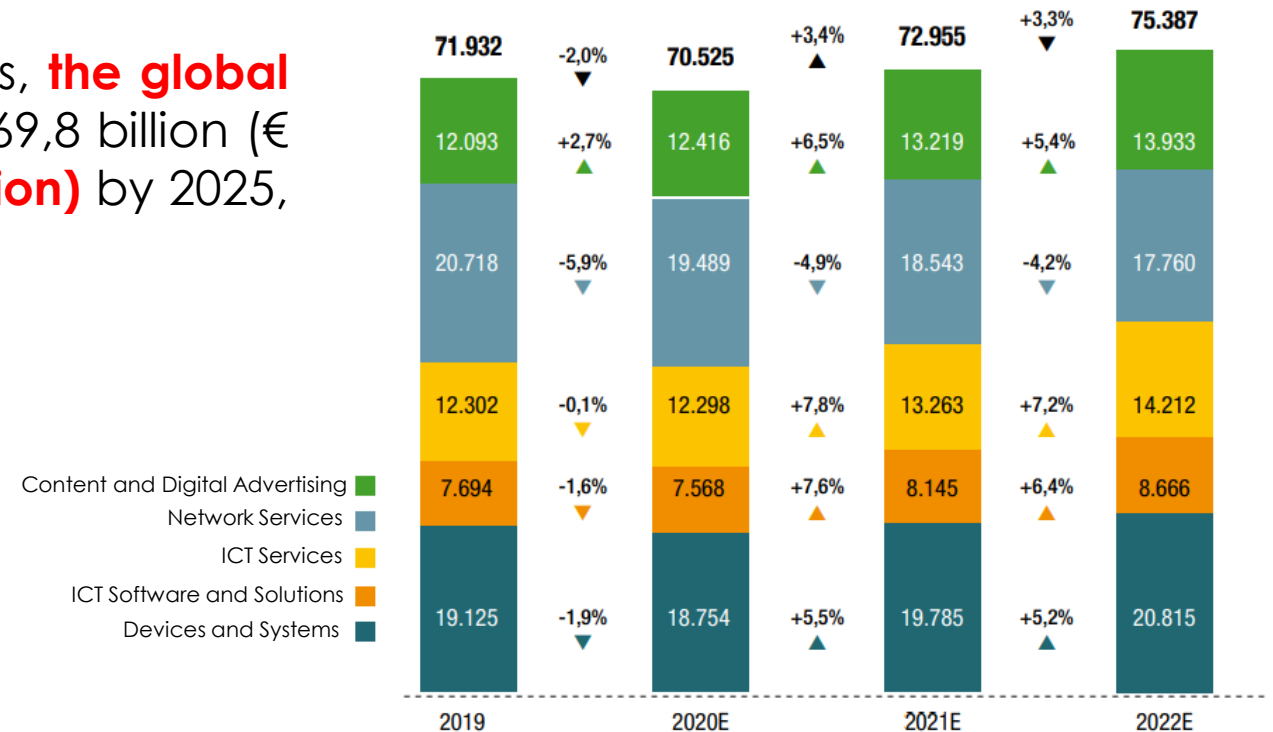
# Market & competitive analysis

## Target Market

Digital Transformation has become a key policy area both nationally and internationally, a process accelerated as a result of the Covid-19 pandemic, which has shown that digital technologies have become essential for our daily lives and the economy.

According to the report of Research and Markets, **the global market of Digital Transformation** will grow from \$469,8 billion (€ 387,1 billion) in 2020 to **\$1.009,8 billion (€ 831,7 billion)** by 2025, at a CAGR of 16,5%.

Digital transformation is also spreading in **Italy**. According to Anitec-Assinform, the italian digital demand in 2020 decreased by only 2% compared to 2019, to **€ 70,5 billion**, but is then expected to grow by 3,4% in 2021 (around € 73 billion) and by 3,3% in 2022 (around € 75 billion).



# Market & competitive analysis

## *Competitive Scenario*

### **SPICI Tech Hub is a performing service platform because:**

- **Company dimension:** SPICI, representing an agile and flexible company, with strong internal competences, and a wide network of specialized external competences. At the centre of a vast and multidisciplinary ecosystem, it provides customers with greater agility, flexibility, cost-effectiveness and customization of the solutions and services provided;
- **Multidimensional offer:** SPICI offers the possibility to integrate and combine different types of services and technological solutions according to the needs of its customers;
- **Dedicated work team:** for each customer, SPICI will provide the professionalism necessary to manage the activities, by involving its collaborators, the talents created in the Technological Pole of San Giovanni of the University of Naples Federico II, and by tapping into the potential guaranteed by the deep scouting action of the platform;
- **Network:** SPICI can rely on its wide network of partners and contacts.