



The first investment by Agrofood BIC accelerator in an innovative start-up: Cynomys s.r.l.

Bologna, May 26, 2020 – Agrofood BIC S.r.l. (Business Innovation Centre), an open multi-company innovation centre operating since January 2019 on a national and international scale to identify and leverage valuable business opportunities, selected the first start-up company to benefit from an important investment in terms of funding, growth and experimentation. It is Cynomys s.r.l., a Genoa-based company founded by Enrico Carta, Fabiana Surace and Ambra Milani.

Cynomys is a start-up that patented an innovative IoT solution for environmental monitoring and consumption analysis in livestock farming. They are among the promoters of conscious and sustainable farming practices focusing on animal welfare. The company developed a unique device that through a cloud-based platform monitors all the parameters affecting animal welfare and productivity on a farm. Important tests will be conducted in a number of farms with different types of animals and different types of products, and Agrofood will support the start-up in this experimental project.

"The Green Deal Farm to Fork strategy highlighted the importance of having sustainable, robust and resilient food systems that will operate even in the event of a pandemic. It will be essential for farmers and breeders to evolve towards methods that reduce environmental impact while ensuring production. In order to meet these challenges, the livestock sector will need to rely on technological innovations to reduce greenhouse gas emissions into the atmosphere while improving animal health. The solutions developed by Cynomys could prove to be very useful to reach these goals and at the same time new applications could be found even for closed working environments that are more vulnerable to the spread of viruses. We expect great things from this collaboration," commented Mr Gianpiero Calzolari, the President of Agrofood BIC and Granarolo.

"Animal welfare is our priority: with this in mind, we were one of the first companies in Europe to invest on alternative farms and on the modernisation of existing ones. Over the years, we have carried out many projects and investments to meet this need", added Mr Siro Lionello, President of the Eurovo Group. "We strongly believe in the central and strategic role of technological innovation and for this reason we are very motivated

and thrilled to undertake this collaborative project with Cynomys that will allow us to share experience and know-how in our mutual areas of expertise".

"Being selected by Agrofood BIC is the recognition of all the work done so far with passion and dedication. A great opportunity of growth and development for Cynomys, to expand our solutions and develop innovative ideas in order to meet the different needs of the companies involved in the project and beyond. From this fruitful collaboration and the use of high technology we expect to contribute to the excellence of the agro-food sector, and Made in Italy products in particular", says Cynomys CEO Enrico Carta.

AGROFOOD BIC

A collaborative initiative promoted by Granarolo S.p.A., Gellify S.r.l., Camst Soc. Coop. A r.l., Conserve Italia Soc. Coop. Agricola., Cuniola Società Agricola A r.l., Eurovo S.r.l. has led to the establishment of Agrofood BIC S.r.l. (BIC standing for Business Innovation Centre). The shared and clearly defined objective is to create **an accelerator for promising and innovative start-ups specialized in**

- Healthy food and special needs
- Traceability of food product with a focus on food safety
- Sustainable packaging
- Food Delivery (shelf life linked to the globalization of food products)
- Precision Agriculture

Agrofood BIC S.r.l. will support **promising start-ups by helping them to convert their ideas into concrete entrepreneurial initiatives**, helping them overcome all organisational, operational and strategic challenges typically faced by new-born companies with the specific skills and tools needed to grow their business ideas on the food market and overcoming access barriers. Agrofood BIC and its partners will make available to start-up entrepreneurs facilities, pilot plants, R&D assistance and access to a network of relationships in the food supply chain that will decisively enhance their chances of success.

Three institutions will collaborate with the new Business Innovation Centre: the University of Bologna, Enema, National Agency for new Technologies, Energy and Sustainable Economic Development and ASTER, the Research and Innovation Agency of the Emilia-Romagna Region.

GRANAROLO

The Granarolo Group, one of the leading operators in the Italian agro-food industry, comprises two different yet synergistic companies: Granlatte, a cooperative of dairy producers, which operates in the agricultural sector and collects the raw materials, and a public limited company, Granarolo S.p.A., processing and marketing the finished product in 15 production sites in Italy, two in France, three in Brazil, one in New Zealand, one in the United Kingdom and one in Germany.

The Granarolo Group is the most important Italian dairy supply chain to directly represent its associated producers as part of a cooperative. It includes around 700 dairy farmers, a milk collection organisation with a fleet of 70 vehicles that collects the raw material at the source, and 740 distribution vehicles that transport 850 thousand tonnes of milk per year, serving around 50 thousand retailers on a daily basis where approximately 20 million Italian families buy their Granarolo products.

The Group's mission outside Italy is to export the tradition of Made in Italy products, and especially dairy products.

The Group relies on external quality controls carried out by international certification bodies certified by the International Food Standards (IFS), the British Retail Consortium (BRC) and the EU Organic Food Certification

(CCPB). Since 2002 the production process has been certified according to the ISO 9001 standard on quality management systems.

The Granarolo Group has over 2900 employees. The Group is 77.48% owned by the Granlatte Consortium, its majority shareholder, 19.78% by Intesa Sanpaolo and the remaining 2.74% by Cooperlat.

In 2019, the Group generated a turnover of over 1,3 billion euro.

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GELLIFY

GELLIFY is the first B2B innovation platform able to connect digital software start-ups to traditional businesses. GELLIFY provides access to investments, skills and networks, key factors in enabling start-ups to grow.

It operates through three business units:

- GELLIFY, aimed at consolidating start-ups that have already shown traction on the market; the consolidation (“Gellification”) programme includes complex services beyond mentorship and business creation typically provided by incubators. The programme lasts 6 to 24 months and affects all business areas;
- GELLIFY AIR, aimed at innovation programmes developed by Italian companies and designed to generate a flow of innovation that connects digital and traditional entrepreneurs with a focus on Industry 4.0 and Fintech;
- GELLIFY DIGITAL INVESTMENT, composed of a team of investors positioned alongside leading Italian venture capitalists in terms of investment expertise in start-ups.

Partners in GELLIFY’s initiatives included the tax and legal consultancy firm Pirola Pennuto Zei & Associati (www.piolapennutozei.it), with partner Stefano Tronconi and junior partner Luca Neri, and the [law firm Gianni, Origoni, Grippo, Cappelli & Partners \(www.gop.it\)](#), with partner Federico Dettori and associate Rodrigo Boccioletti, in the context of Gop4Venture practices.

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CONSERVE ITALIA

Conserve Italia is a cooperative consortium with registered offices in San Lazzaro di Savena (BO), a leading Italian company in the food processing sector that includes 14,000 farmers and processes over 600,000 tonnes of fruit, tomatoes and vegetables across 12 plants, of which nine in Italy, two in France and one in Spain. The total aggregated turnover of the Conserve Italia Group is approximately 900 million euro, 40% of which is generated by exports. Conserve Italia employs approximately 3,300 permanent and seasonal workers in Italy, and holds under a number of well-established Italian brands including Cirio, Valfrutta, Yoga and Derby Blue.

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CAMST

CAMST is a cooperative established in Bologna in 1945 that brings the quality of home cooking to schools, businesses, hospitals, trade fairs, shopping centres and cities in Italy and abroad (Spain, Denmark and Germany) every day. The company combines traditional Italian cuisine with the innovation of a modern business as part of a constantly evolving approach, creating a business rooted in the past but with its sight set firmly on the future.

In 2017 the Group expanded its services to include facility management in order to offer clients a full-fledged service. The Group has a total turnover of **784 million Euro, employs 15 thousand workers and serves 130 million meals** (2018 data).

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CUNIOLA

Cuniola Società Agricola a r.l., owned by the family of Alberto Vacchi, Chairman and CEO of Ima S.p.a, owns a 500-hectare agricultural site in San Martino in the province of Ferrara.

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GRUPPO EUROVO

The Eurovo Group is the European leader in the production and marketing of eggs and egg products. The company has been operating on the market for over sixty years and has been led by the Lionello family ever since it was established. Over time, the experience, passion and process automation have turned this small company centred on manual egg-shelling into a market leader in Europe with 10 million layers and 17 plants in Italy and abroad. Eurovo Group products are the result of a complete and vertically integrated supply chain. The company manages all production phases internally, from animal feed manufacturing to shelling, pasteurisation, packaging and distribution. The Group's success is the result of a constant focus on quality: a transparent production process combined with the stringent controls carried out by qualified technicians, enables Eurovo to guarantee that its products meet the highest quality standards. The company produces and markets a wide range of products for the consumer and catering markets. Its brands include Naturelle, Nonna Anita, Maia, Eurovo Service, Novissime, EPS, Liot and White Force

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BOLOGNA UNIVERSITY

The University of Bologna has ancient origins: established in 1088, the institution was the first university in the Western world. The university currently has 85,000 students and 219 degree courses, 70 of which are international, delivered across five campuses: Bologna, Cesena, Forlì, Ravenna and Rimini. It has 33 departments, 47 PhD courses, 59 specialist schools, 91 first and second level Masters' courses and an average of 11,000 research products per year. The University of Bologna is Italy's leading higher education institution in terms of number of students involved in exchange programmes, both inbound and outbound.

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ENEA

ENEA is a public research institution specialised in the innovation and transfer of advanced technologies and services for businesses, public administrations and citizens. It has 14 research centres and laboratories with test facilities, cutting edge technological equipment and over 2500 researchers and technicians. Its strengths include the energy, agro-food, energy efficiency, circular economy and sustainability sectors

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ART-ER

ART-ER is the consortium company of the Emilia-Romagna Region for innovation and technology transfer to businesses, universities and the Region.

It promotes industrial research as the main driver for sustainable economic development in harmony with growth and social welfare and collaborates with entrepreneurial associations to promote the development of strategies and actions combining research and business. An established innovation hub at a national and international level, AR-TER is working to transform Emilia-Romagna into a dynamic, inclusive and sustainable region

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START-UP CYNOMYS

Cynomys, an innovative start-up established in 2017, is the first company in the world to have patented an IoT solution for monitoring environmental parameters in livestock farming. It operates internationally and is present in Italy, Spain, France, and Holland and soon in Mexico.

It has recently completed a very successful investment raising campaign both online and offline. It sets high technology at the service of the environment to improve human health, increase animal welfare and preserve the territory. Cynomys has distinguished itself in the panorama of agritech start-ups for having changed the breeding paradigm thanks to professional environmental monitoring solutions to meet the needs of an increasingly conscious and competitive market.

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