



**Cariplo Factory is starting a venture building project.  
Thanks to a dedicated team and an international partnership with  
Bridgemaker, they will support companies that launch new products and  
services**

*Cariplo Factory's venture building team will be led by  
Chief Innovation Advisor Enrico Nosedà*

*Cariplo Factory's collaboration with Bridgemaker further consolidates its international  
positioning after the launch of accelerator Berkeley SkyDeck Europe, Milan*

Milan, October 2<sup>nd</sup>, 2023. **Cariplo Factory** – the innovation hub created by Fondazione Cariplo in 2016 – will focus on venture building as a tool to accelerate the Italian innovation ecosystem by offering companies **a complete support for the creation of new businesses**. This strategy arises from Cariplo Factory's consolidated experience in supporting market-leading companies with the creation of open innovation projects.

Two elements underlie Cariplo Factory's new strategy. The first is the creation of a team of innovation specialists led by **Chief Innovation Advisor Enrico Nosedà**. The new division will consist of a team of venture architects and innovation managers who will be responsible for developing venture building initiatives. They present transversal skills in various industries as well as vertical competence in the main growth phases of startups and in the area of investment opportunities by Italian and European venture capital firms. The second element of this strategy is Cariplo Factory's **partnership with Bridgemaker**, one of the leading independent corporate venture builders in Europe, based in Berlin, with a long experience in creating successful new businesses.

The collaboration with Bridgemaker, in addition to strengthening Cariplo Factory's team, further consolidates its international positioning after the launch of the project '**Berkeley SkyDeck Europe, Milan**' – which was born from Cariplo Factory's collaboration with Berkeley SkyDeck (UC Berkeley accelerator) and Lendlease.

*"In recent years we have witnessed an important change in the way companies approach innovation. Today they are more attentive to ensuring that open innovation brings concrete and measurable results. The era of the so-called innovation circus is long over – explains*



**Enrico Nosedà, Chief Innovation Advisor at Cariplo Factory.** – *What had us look at venture building with great interest is the possibility to use innovation as a tool to accelerate the time-to-market and relevance of new products and services and to change corporate culture. This means that companies will have the opportunity to work as if they were startups, use skills, technologies and market knowledge, and create new projects that in some cases take the form of true innovation. Thanks to the creation of a venture building team, to the partnership with Bridgemaker, and to our network of national and international investors, Cariplo Factory is today in the position to secure an offer of skills and services in this area that is unique in the Italian market."*

*"We are very satisfied with this partnership as it represents an important step in our international growth path – adds **Riccardo Porro, Chief Operating Officer at Cariplo Factory.** – In the last two years we have successfully tested our skills in designing and managing innovation projects at a European level, and we have also tested our ability to bring together different parties - public and private, profit and non-profit - to define common goals and objectives. We want to grow and invest in this horizon, outside Italy too. We are convinced that a good network is, and will increasingly be, one of the most important assets of our value proposition. This is one of reasons for which we started this partnership with Bridgemaker."*

*"We are delighted to bring to Italy our expertise in venture and business building through our partnership with Cariplo Factory. Our mission is to future-proof Europe through innovation. In the last seven years, our 100-strong team of product developers, designers and marketing experts has successfully launched over 20 ventures and hundreds of new business models with our clients. This makes us one of the largest independent venture builders in Europe and we are excited to now further expand our mission in Italy together with Cariplo Factory,"* explains **Henrike Luszick, CEO at Bridgemaker.**

Cariplo Factory has already accompanied several corporations in the creation of new businesses in the **pharma, healthcare, HR, and energy** industries. It will **guide companies across all phases of the venture building process.** From the **market need** phase, in which new business opportunities are identified (i.e., needs and targets not yet satisfied by the market), to the concept development and **validation** phases (i.e., verifying that the product or service actually responds to the needs of potential customers). Finally, the Cariplo Factory team will support partner companies in the **MVP** (minimum viable product) **testing** phase – that is, the first version of a product or service that will be validated directly on the market, leading to the actual launch which, in some cases, may take the form of a spin-off. A complete support



in which companies will take ever greater interest, according to the high attention that we have registered towards venture building initiatives in recent months.

Despite its still rather limited history, especially in Italy, the success of venture building lies in its numbers: according to “Disrupting the Venture Landscape” – a report by GSSN Global Startup Studio Network, based on a sample of 100 startups created through venture building – the **success rate of these companies exceeds 70%** and for 35% of them success is crowned by an **IPO** (i.e., the operation through which a company places part of its shares on the stock market for the first time) or by a corporate acquisition. Ultimately, 5% of these startups become unicorns (i.e., companies with a valuation of more than \$1 billion). These numbers are very interesting for founders and large companies, especially those companies holding patents, technologies, and ideas for new products and services that can be promoted on the market.

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**CARIPLO FACTORY** is one of the most important innovation hubs in Italy and is mainly focused on two transformative trends: digital transformation and circular economy. Cariplo Factory develops and implements open innovation programs, providing experiential training, entrepreneurial support programs, collaboration projects among talents, startups, and companies, venture capital and support to internationalization.

Cariplo Factory was founded in 2016 by the Cariplo Foundation and works through an inclusive model that involves a national network of universities, technology centers, incubators, accelerators, fablabs, tech science parks, startups, business angels, venture capital funds, SMEs, and corporates. Cariplo Factory is a Benefit Company. [cariplofactory.it](https://cariplofactory.it)

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