

Thanks to artificial intelligence algorithms, the startup accelerated by Nuvolab increases effectiveness and efficiency of sales processes, optimising each phase and combining it with the best commercial agent for every prospective customer

€1M INVESTMENT ROUND FOR MAPADORE, MILAN AND LONDON-BASED STARTUP – COMPANY IS AMONGST TOP WORLDWIDE SOLUTIONS FOR OPTIMISING SALES, GARTNER SAYS

Nuvolab CEO Francesco Inguscio: "The product has enormous potential for the market and this investment is only the first step in a process of international growth"

Milan, May 2018 – A one-million-euro investment has been raised for **Mapadore**, the Milan and London-based startup, which offers a SaaS (software as a service) solution designed for commercial agents and operators who provide professional services on the move.

In recent days, Mapadore has reached another important milestone: Gartner, global leader for strategic consulting, research and analysis in the field of IT, has listed Mapadore in "**Cool Vendors in CRM Sales 2018**", its report signalling the 3 best worldwide applications using artificial intelligence to increase sales. According to Gartner analysts, sales organizations interested in data such as customer facing time versus work time, or revenue tracking versus number of visits performed, should consider Mapadore.

The investment round was successful due to direction from **Nuvolab**, the venture accelerator founded by Francesco Inguscio, which less than a year ago invested in Mapadore to facilitate its growth through capital investment, as well as support for commercial expansion and internationalisation. The investment, led by Nuvolab itself, saw an additional capital increase of 500,000 euros from angel investors, and an equivalent amount introduced as debt capital. Today, Mapadore is based in Italy and in the UK, and the new investment will help the team to expand to international markets and implement new platform functionality.

Fabrizio Bosio, CEO of Mapadore said:

"We are very happy to have closed this first round of financing with a pool of top-level investors, all managers and executives from multinational companies. For us, this demonstrates that Mapadore's strategy is valuable: it continues to innovate business processes by making the most of the Salesforce ecosystem, the number one CRM in the world. An innovation now certified by Gartner, which places us at the top in our sector".

Francesco Inguscio, CEO of Nuvolab commented:

"This investment confirms that our *collaborative rainmaking* is increasingly effective. The validity of the Mapadore strategy, from innovations developed thanks to its software team's combined 100 years of experience, has added to the critical mass of achievement through our network of open innovation investors and companies. This can only lead to better, faster results for our Tribe's startups, following internationally recognised validation by Gartner's Cool Vendors in CRM Sales report."

Mapadore, an innovative startup founded in 2016, has in recent months seen a significant growth of its corporate customer base by developing customised database and CRM management solutions. One of them was developed for GE Healthcare at a global level that has allowed, thanks to artificial intelligence and proprietary algorithms, optimisation of management processes leading to a substantial saving in operating costs. **Today, Mapadore operates as an Independent Software Vendor (ISV) on Salesforce's AppExchange, the world's most popular CRM solution.** Its SaaS solution allows the company's data to be used for optimised task execution: it manages user appointments, automatically organises its own agenda, gives priority to commercial leads based on relevant parameters, optimizes the user's journey, and it recommends the best matching between agent and prospective customers, thanks to Social Matching functionality.

Social Matching is one of the key features for future development of the platform: **it looks for the agent who, based on client interests and characteristics, best matches the prospective client using their social profiles.** This feature, dubbed "the Tinder of the business" has generated an **increased conversion rate of up to 27%** for beta testers' business appointments.

Nuvolab is a venture accelerator and innovation advisor in Milan. Founded in 2011 by Francesco Inguscio, in recent years it has supported the growth of more than 40 startups and numerous corporate subjects, investors and institutions in open innovation projects. 2 exits were announced in September 2017, in addition to another 10 accelerated startups.

www.nuvolab.com

Mapadore is a startup that develops SaaS solutions. It was founded in November 2016 and has been active in 38 different countries. It has been present on the Salesforce AppExchange platform since June 2017. It has operational offices in Milan and London.

www.mapadore.com

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