



# PLANET **FOUNDAMENTALS#2**

Social Impact startups facing new global risks



**SocialFare**  
Centro per l'Innovazione Sociale



launches

## PLANET **FOUNDAMENTALS** #2

The new Italian call to accelerate impact startups  
offering innovative solutions to the  
most pressing global challenges for the next future:

**Climate Action | Social Cohesion | Digital Equality**



**100K€**  
seed fund



**4 months**  
social impact acceleration

# 2022: Which are the global risks for our society?

The **World Economic Forum** published the 17th edition of the [Global Risks Report](#): over 1,000 national leaders and experts from global economy's different areas were interviewed to identify the most urgent risks to be addressed in 2022.

Three key **risks and challenges** have emerged from the report:

- the failure of actions to fight **climate change**
- the erosion of **social cohesion**
- **digital inequality**



Does your startup have a solution that can contribute to the new global challenges?

**Discover our acceleration program!**





# Which are the challenges for our startups?

We select startups that are developing **innovative products, services and models** capable of responding effectively to the new fundamental challenges on which the future of our society and the planet depend:



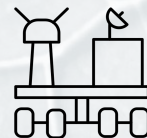
## Climate Action

Solutions for adaptation and mitigation of climate changes, protection and conservation of ecosystems, protection of exposed populations to climate risks, recycling of resources, fighting waste and acceleration towards a zero-emission economy.



## Social Cohesion

Solutions to counter the risk of social cohesion erosion, aimed at the protection and growth of human and relational capital; solutions that reinforce communities of practice, production, consumption and sharing in favor of cognitive, social, territorial and economic development.



## Digital Equality

Solutions for equitable and responsible access to digital networks and technologies, aimed at reducing obstacles and gaps in the development of skills, in the unbalanced distribution of financial resources, in the interactions with the public system, in social and cultural inclusion, in the access to tangible and intangible resources.

# Who are we looking for?

We are looking for **motivated teams willing and capable to grow along us** triggering scalable change processes..

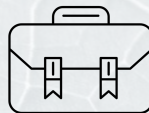
We accelerate **impact startups** with these characteristics:



## Stage of development

We are looking for early stage **startups** with **validated prototype** or **product on the market**.

**Not in target:**  
business idea  
scale-up (revenue >2M€ / year)



## Legal status

We accept applications from both **established companies** (innovative startups, SIAVS, S.r.l.), and companies still in the **constitution phase**



## Social innovation

We speak to startups with an **intentional, additional and measurable social impact**, that stand out due to their **highly innovative product / service**



# What are we offering?

SocialFare is Italy's first Centre for Social Innovation and incubator recognized and certified by the Ministry of Economic development (MISE). Our acceleration program focuses on social impact startups..



**4 months of  
intense  
acceleration**

A full-time online and  
offline program at  
Rinascimenti Sociali,  
Turin



**Up to 100K€  
in seed  
funding**

In exchange for a  
variable percentage of  
equity based on the  
pre-money valuation



**A dedicated  
acceleration  
team**

Design, business  
planning, investment  
readiness and social  
impact assessment  
experts



**A network of 50+  
mentors and  
investors**

Access to our  
prestigious network of  
impact investors,  
mentors and advisor



**Desk in the  
coworking area &  
meeting rooms**

Access to events taking  
place in our offices in  
the centre of Turin

# Social Impact Acceleration

Our multidisciplinary team blends lean startup, design thinking and systemic design benefiting from the experience built up in the past 13 editions of the FUNDAMENTA program, working in close contact with startups, fostering their growth, helping them to attract investments



## Product Service Co-design

Our systemic design approach and design thinking in analyzing and developing social impact products, services and models for the market



## Business modeling & impact assessment

We work with each startup's team to structure business strategies, modeling & development. We identify and measure social impact indicators.



## Networking for scalability

We develop and share context and specific networks to boost the growth of the startups and businesses in our acceleration program



## Investment readiness

We prepare startups and businesses to interact with investors and develop relations to attract potential investors



# Program stepping-stones

## 2. Business Modeling

- Benchmark & competitors
- Target identification
- Product/user/market fit

## 1. Setup

- Establishing the company
- Team: skills & roles
- Budget with SFS investment
- Objectives and timeline

## 3. Service Design

- Research
- User Journey
- Prototyping & testing
- Implementation

## 4. Growth Strategy

- Market analysis
- Financial Modeling
- KPI & metrics
- Marketing & Branding

## 5. Impact Assessment

- Value chain
- Impact indicators

## 6. Investment readiness & scaling

- Fundraising strategies
- Networking for scalability
- Social Impact Investor Day

**Systemic change**



# Why should you apply?



SocialFare is the first Center for Social Innovation in Italy, founded in Turin in 2013. We are an **Incubator certified by the Italian Ministry of Economical Development**.



From 2016 to today we have launched and implemented **13 'FONDAMENTA' acceleration programs** through which we have accompanied **86** social impact startups which, overall, have collected over **€ 19M** of funding by now.



Thanks to the expertise of our multidisciplinary team and a prestigious network of mentors, advisors and impact investors, we offer **a unique program of expert advice** and **equity investment** for the generation of impact entrepreneurship.

# We invest in your impact startup



**SocialFare Seed invests up to € 100,000  
in each social impact startup accelerated by SocialFare**

SocialFare Seed is a private investment fund that supports startups and businesses accelerated by SocialFare. If eligible, each startup/business can receive a seed fund of up to **100K€** (15% of which to be paid to SocialFare for **acceleration services**) in exchange for a **variable percentage of equity**, according to the valuation of the company. The investment is paid in cash at the beginning of the program.

**SOCIALFARE SEED PARTNERS:**

**FINDE**



Fondazione  
Compagnia  
di San Paolo





# We invest in your impact startup

**Startups selected by SocialFare for acceleration will be awarded a seed fund of up to €100K in cash (15% of which to be paid to SocialFare for acceleration services) in exchange for a percentage of equity up to 15%.**

**The investment will be performed by SocialFare Seed S.r.l.**



## **Convertible funding**

**SocialFare Seed is a private company established by impact investors** such as the FINDE (Ltd partnership) Family Office, bank foundations such as the Compagnia di San Paolo, the Cassa di Risparmio di Cuneo Foundation and the Mario ed Anna Magnetto Foundation as well as business angels. SocialFare is also a partner and promotes a systemic model to establish and develop new social entrepreneurship. It is the one and only of its kind in Italy and is extremely innovative.

**The investment will be made as a convertible, that is a non interest-bearing convertible in the startup's equity.** A convertible is a finance instrument used in the early stages of a startup given it is a cheap, swift means to gather funds without having to formally add a new equity partner at the start given the costs this entails. The conversion into equity by SocialFare Seed will take place in the event of a good performance of the startup or alternatively if it raises capital from investors in the three years following the signing of the contract.

## **Resource transfer**

**Resource transfer will take place in two steps: before the beginning of the acceleration program and on achieving shared objectives.**

## **Contract**

**There is a standard contract for all startups a draft of which will be sent to the project/business team** before the Selection Day, so they may view it. In the event of them being selected and joining the acceleration program the startup undertakes to accept and sign the relevant seed funding agreement/contract.

## **Type of company**

**If your business ideas is selected you undertake to establish the company within two months from selection,** and to register with the Company Register (Registro delle Imprese).

## **Total investment and equity share**

**SocialFare Seed retains the right to vary the exact amount of the investment and the percentage of the equity;** these clauses are negotiated with the team upon admission to the acceleration program.

# Our portfolio

1,5M€ SocialFare Seed investments



Art and culture



Cultural heritage



JORDAN

Ethical fashion



restorative  
neurotechnologies

Sustainable rehabilitation



Edtech



Co-housing



Remote psychotherapy



Welfare



Health tech



Sustainable tourism



Welfare



Culture



Culture



Babywearing



# SocialFare Startup Acceleration Team

SocialFare team consists of 18 staff members with multidisciplinary skills.  
Discover the professionals you will meet during the startup acceleration program:



**Laura Orestano**  
CEO



**Martina Muggiri**  
Start up Program  
Coordinator



**Filippo Psacharopulo**  
Investment  
Manager



**Maurizio Fantino**  
Deputy Business Officer



**Elisa Bacchetti**  
Deputy Operations Officer  
Service & system Designer



**Roxana Olariu**  
Program management &  
Impact Project Assistant



**Marco Cornetto**  
Startup Acceleration  
Business Developer



**Claudia Del Monte**  
Junior  
Business Analyst



**Tiziana Peddis**  
Administration



**Silvia Bergamo**  
Communication Strategy  
Lead Designer



**Michela Remerenzì**  
Digital Communication  
Specialist

# Our mentors & advisors

In its accompanying and entrepreneurial acceleration programs  
SocialFare collaborates with a prestigious network of external professionals, including:



Alessandro Ambrosio



Carlo Alberto Danna



Emilio De Lazzari



Danila De Stefano



Federica Falomi



Corrado Ferretti



Sara Galvagna



Igor Calcio Gaudino



Gianluca Manitto



Marco Montrucchio



Claudio Naviglia



Domenico Nesci



Corena Pezzella



Tommaso Puccioni



Pietro Puglisi



Giovanni Ravina



Christian Zegna



# Planet Fundamentals partners



**Invitalia**, the National agency for Inward Investment, and SocialFare's institutional partner: it **advises our startups on available funding and measures** and **follows them in their application for easy terms** as well as pointing them to networking tools and opportunities for the growth of innovative businesses.



**NHOA**, SocialFare's technological partner for the **Environmental Sustainability** sector, works alongside our startups **advising** and **mentoring** them developing business solutions in sustainable energy, energy storage, green mobility or related areas.

# Our network

 Rinascimenti Sociali

FOUNDER

 **SocialFare**  
Centro per l'Innovazione Sociale

## NETWORK PARTNERS



## PARTNER TECNOLOGICO



## PARTNERSHIP INTERNAZIONALI

 **ITC**  
International Training Centre

 **SIE** Social Innovation Europe

 **ebn**  
innovation network

## VENTURE PARTNER

 **Oltre**  
VENTURE

 **CLUB degli INVESTITORI**

 **MAMACROWD**

 **GENERA**  
nuove idee in partenza

 **LITA.CO**

 **SocialFare seed**

## WITH THE SUPPORT OF



Fondazione  
Compagnia  
di San Paolo





# Where we are

Via Maria Vittoria 38, Torino - ITALY

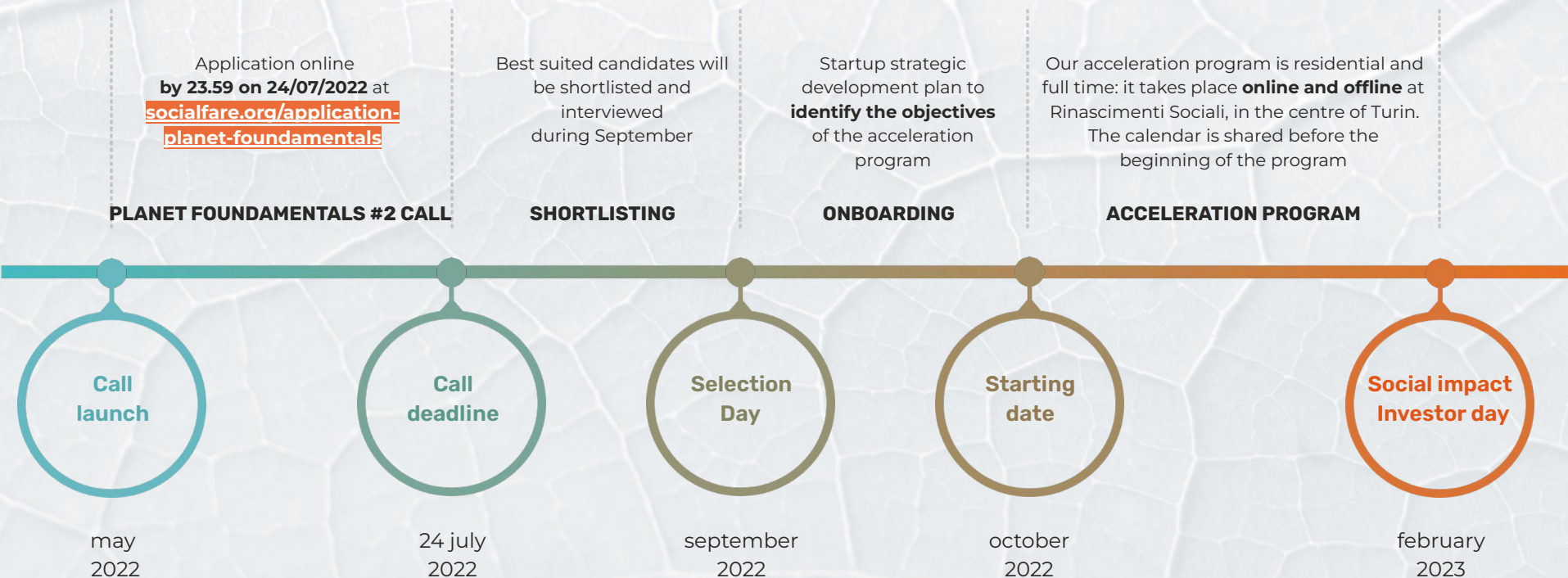


Rinascimenti  
Sociali

Since 2015 SocialFare has been promoting an innovation and convergence model through Rinascimenti Sociali (Social Renaissance), **a place and convergence network to accelerate social impact knowledge and entrepreneurship in Italy**. It is based in Turin, a socially oriented city by choice, now Italy's point of reference for Social Innovation and startups.

Throughout the program, business and startup teams in acceleration will have a **desk** in the co-working area, and meeting rooms if required.

# Program and selection timeline





# How to apply

Applications by 23:59 of July 24, 2022 at:  
**[socialfare.org/application-planet-fundamentals](https://socialfare.org/application-planet-fundamentals)**

## Info

PLANET FOUNDAMENTALS #2 call is organized by  
**SocialFare | Centro per l'Innovazione Sociale**

Office: Via Maria Vittoria 38, 10123 Torino, Italia  
Registered Headquarters: Via Manzoni 15, 10122 Torino, Italia | Tel: 393.1718264

**[www.socialfare.org/planet-fundamentals](https://www.socialfare.org/planet-fundamentals)** | Info: **[fundamenta@socialfare.org](mailto:fundamenta@socialfare.org)**