



**RS PRODUCTIONS, INTESA SANPAOLO INNOVATION CENTER AND H-FARM
ANNOUNCE THE START OF THE SECOND EDITION OF IMMEDIATE, THE FIRST
EUROPEAN BUSINESS ACCELERATOR ON MEDIA AND ENTERTAINMENT**

IMMEDIATE

ACCELERATOR

Milan, Turin, Roncade, March 29th, 2021

RS Productions and the main partners **Intesa Sanpaolo Innovation Center** and **H-FARM** announce the launch of the second edition of IMMEDIATE, the first vertical business accelerator in the Media and Entertainment sector in Europe. The new edition, whose call will start on April the 1st 2021, follows the success of the previous one, which is nearing completion, that was attended by numerous start-ups from all over the world.

The promoter of the project is **RS Productions**, a production house founded with the objective of producing audio-visual content for cinema and the main international distribution platforms. Intesa Sanpaolo Innovation Center coordinates the selection, coaching and training activities of the participating start-ups, while H-FARM, together with RS Productions, helps them in the path of acceleration to enhance their business model and to define and strengthen valid proofs of concept in a go-to-market perspective.

Rolling Stone Italia is the media partner of the project. Furthermore, the historical magazine provides the "Rolling Stone Studios": more than 3,000 sqm of production studios – placed in Milan, in Via Gioacchino Belli – equipped for the creation of audiovisual content, events and marketing operations for the most important players in the Italian communication scene.

IMMEDIATE: goal

IMMEDIATE's goal is to welcome and develop start-ups and scale-ups related to the world of media and entertainment. The accelerator is unique in Europe as it is vertically integrated and specialized in sectors with great growth potential. The multiplication of content consumption platforms and the technological evolution, thanks to the advent of innovations such as 5G, Artificial Intelligence and Virtual Reality in the next few years will determine a real revolution both in business models and in the mechanisms of distribution and use of content.

IMMEDIATE: the business model

IMMEDIATE is a creative and technological hub, that provides start-ups with resources and spaces as well as legal, financial, marketing and coaching support to facilitate the development and diffusion of projects related to video production, digital marketing, the world of media, entertainment and content gamification. An almost unique aspect

of IMMEDIATE's business model is the vertical integration of the activities: the selection and training of the start-ups come with the support and know-how for the development of entrepreneurial initiatives that also make use of media visibility and of the distribution networks of the accelerator partners.

For this reason, IMMEDIATE represents an innovative and efficient model of business accelerator that has few equals internationally and that, following the first edition, has introduced important collaborations with major companies.

IMMEDIATE: the journey

The acceleration process will take place in two phases: the first step, coordinated by Intesa Sanpaolo Innovation Center, consists of selecting and training start-ups and teams by launching an international call for participation, using the visibility of the media partners of the program and the global network of the accelerators collaborating with the Innovation Center. This process lasts 4 months and will gradually lead to a selection of 5 start-ups continuing to the second phase, the actual acceleration process, led by H-FARM and RS Productions, in which the selected start-ups will be provided with tools, know-how and services aimed to the development of a proof of concept of their entrepreneurial idea. In this phase, go-to-market oriented strategies are developed, through contents creation, communication and marketing plans development, identification of partners, business development activities, etc.

The project has many partners. In addition to the aforementioned Intesa Sanpaolo Innovation Center and H-FARM as main partners, two companies by entrepreneur Andrea Iervolino will support the project: **Iervolino Entertainment**, a global production company listed on the Italian AIM stock exchange, specialized in the production of cinema and audiovisual content of Hollywood standing intended for international distribution, and **Tatatu**, the first social media app that rewards you for viewing content and for your social media activities.

Another partner in the entertainment sector collaborating with the initiative is **Atlas Film Finance**: a company specialized in producing, financing and marketing video productions, both nationally and internationally.

Great support on the gamification side will be provided by **Digital Bros Game Academy**, part of the Digital Bros Group (a multinational gaming company listed on the Italian stock exchange), focused on the development of talent and solutions for the digital entertainment market.

Finally, the new edition will also benefit from the support of two new partners. For the music sector, **Music Innovation Hub**, a social organization active in the creation of training programs, in the development of international networking and innovative projects in the field of music production, consumption and distribution.

In2law, part of **Deloitte's** network, will assist start-ups throughout the process as a legal advisor.

Pietro Peligra, CEO of RS Productions and Rolling Stone Italia: *"During the first edition of IMMEDIATE, which was attended by a large number of start-ups from 14 countries, we had the opportunity to appreciate valid teams and companies with high growth potential and innovative content, but also passion, skills and desire to do business. Despite the ongoing health emergency, we have managed to keep the quality of the program high, ensuring the achievement of the project milestones and the provision of all the services provided. We are pleased to announce today the launch of the second edition, enhanced by new partnerships and a high-level international network."*

Alessandro Balboni, Head of Innovation Business Development of Intesa Sanpaolo Innovation Center: *"Accomplishing the first edition of Immediate in a year like 2020 was a challenge that, with pride, all the partners involved can claim to have won, given*

the excellent results achieved. Intesa Sanpaolo Innovation Center is pleased to once again support RS Productions in the first business accelerator dedicated to the Media and Entertainment sectors in Europe and welcomes the entry of new high-level collaborations, confirming the interest aroused and the quality of the work carried out even in a context burdened by the pandemic.”

Tomas Barazza, Head of H-FARM Innovation: *“Media and entertainment are booming sectors that we have been monitoring for some time to map new trends and innovative projects. We are proud to be the main partner of this second edition of Immediate, which allows us not only to explore new frontiers but also to analyse potential new business opportunities.”*

For more information and to submit applications please go to immediateaccelerator.com.

RS PRODUCTIONS SRL

RS Productions is a Company specialized in the production and distribution of multimedia and cinematographic contents. The Company is the owner of Web Magazine Makers, a publishing house, which licenses Rolling Stone and Variety trademarks for Italy, that owns studios and audiovisual production tools allowing the Company to develop innovative cross-media projects.

INTESA SANPAOLO INNOVATION CENTER

Intesa Sanpaolo Innovation Center is the company of Intesa Sanpaolo Group dedicated to the frontier of innovation: it explores and learns new business models, selects and supports innovative start-ups with high potential, supports the diffusion of the circular economy, carries out applied research in industries strategic for the future such as Artificial Intelligence and Neuroscience and acts as a stimulus and engine of the new economy in Italy also through the asset management company Neva SGR.

Based in the Intesa Sanpaolo skyscraper in Turin designed by Renzo Piano and a national and international network of hubs and laboratories, the Innovation Center is an enabler of relationships with the other stakeholders of the innovation ecosystem - such as tech companies, startups, incubators, research centers and universities - and a promoter of new forms of entrepreneurship in accessing venture capital.

H-FARM

H-FARM is the innovation platform that supports the creation of new business models and the digital transformation and education of young people and companies. Founded in January 2005 as the first startup incubator in the world, H-FARM has been able to re-invent itself and adapt to market needs without ever losing sight of its core values that lie in seizing the opportunities created by digital innovation and in maintaining a Human-centric approach. Today, it is the only place in the world that unites in a single place investment, services for businesses and educational programmes. Structured as a campus minutes away from Venice, H-FARM spreads out over 51 hectares, 20 of which is woodland, and is the most important center for innovation in Europe. Counting over 600 employees across Italy, H-FARM is a unequalled ecosystem at an international level.

WEB MAGAZINE MAKERS SRL

Rolling Stone is a brand owned by Penske Media Corporation and licensed for Italy exclusively to Web Magazine Makers Srl (WMM). WMM aims to develop publishing activities related to the Rolling Stone brand both on the web and through special paper editions. The company has the possibility to sublicense the brand on video productions and merchandising, as well as on events and productions of any kind. The publishing activity of Rolling Stone in Italy focuses on cultural subjects and current affairs such as music, cinema, TV, politics, charts, opinions and gaming.

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