
European Parliament, June 2015

Fabrizio Porrino, VP Global Public Affairs
fabrizio.porrino@facilitylive.com
@IlCommPorro
“... "How to Write a Thesis" feel like an instruction manual for finding one’s center in a dizzying era of information overload...

...This sort of vertigo of accumulation, a neocapitalism of information, happens to many.” Many of us suffer from an accelerated version of this nowadays, as we effortlessly bookmark links or save articles... satisfied with our aspiration to hoard all this new information, unsure if we will ever get around to actually dealing with it...

“You often hear people talk about search as a solved problem. But we are nowhere near close. Try a query like ‘show me flights under €300 for places where it’s hot in December and I can snorkel’. That’s kind of complicated. Google needs to know about flights under €300; hot destinations in winter; and what places are near the water, with cool fish to see. That’s basically three separate searches that have to be cross-referenced to get to the right answer. Sadly, we can’t solve that for you today. But we are working on it’’.

(Eric Schmidt, Google’s Chairman, 13 October 2014, Berlin)
"If you are really innovating the majority of people can’t understand it otherwise it’s not innovation”

(Riccardo Luna, Digital Champion of Italy, quoting our Founder, CEO and CTO)
Table 1. Enterprise Search and Information Access Functions and Descriptions, Worldwide

<table>
<thead>
<tr>
<th>Enterprise Search Segment</th>
<th>Description</th>
<th>Representative Software Vendors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Focused on the Enterprise or Business Market</td>
<td>These vendors sell services and software to the general business market, frequently as a more generalized application or offering. Content and information management vendors also provide vertical market and analytic offerings.</td>
<td>Access Innovations, Autonomy, Dassault Systems (Exalead), Dieelpoint, dtSearch, Endeca, Expert System, Fabasoft (Mindbreeze), <strong>FacilityLive</strong>, Google, IBM, LucidWorks, Microsoft, OpenText, Oracle, Perceptive Software (Isys Search Software), PolySpot, Q-Sensei, Recommind, SAP, Simplexo, Sinequa, Soir, USU Software, X1</td>
</tr>
</tbody>
</table>
"THE "G-Spotting Syndrome" IS A CHALLENGE"
FacilityLive is a new, highly disruptive, patented search platform that addresses all corporate, public administration and consumer information sources. These domains are 30 times larger than the public web (indexed by Google), and are doubling in size every two years.

The Company delivers an entirely new search paradigm, which understands the structure, meaning and context of information (semantics), and uses that understanding to deliver precise search results.

According to Gartner, FacilityLive’s capabilities are unique, compelling and defendable.
THE MYTH AND THE MYTHOLOGY OF THE EXIT IS A CHALLENGE

(European tech company exits in 2014, Tech.eu, 30 April 2015)
# Being the First Italian Startup is a Challenge

![Image](image.png)

## Startups with the highest financing rounds

<table>
<thead>
<tr>
<th>Facilitylive</th>
<th>10 mln €</th>
</tr>
</thead>
<tbody>
<tr>
<td>Satispay</td>
<td>5 mln €</td>
</tr>
<tr>
<td>DoveConviene</td>
<td>8.7 mln €</td>
</tr>
<tr>
<td>Cloud4Wi</td>
<td>4.6 mln €</td>
</tr>
<tr>
<td>GINenta Science</td>
<td>6.5 mln €</td>
</tr>
<tr>
<td>Jusp</td>
<td>4 mln €</td>
</tr>
<tr>
<td>Comparameglio.it</td>
<td>6.3 mln €</td>
</tr>
<tr>
<td>Personal Factory</td>
<td>3.8 mln €</td>
</tr>
</tbody>
</table>

**2013/2014 Financing rounds**

*Observatory on Hi-tech Startups in Italy*  
*17 Marzo 2015*  
*www.osservatorio.net*
LESSONS FROM THE PAST
“...In the 1980s, Ivrea was a European version of Silicon Valley. Of the 50,000 people employed by Olivetti, half worked in the town, enjoying generous salaries and plush corporate recreation facilities...”
“With his love of Italian design, Jobs was surely inspired by the Olivetti style in developing everything from the Mac to the iPhone and the iPad...

...Jobs also shared the Italian’s passionate concern for architecture and ambience... nothing short of obsessive about planning his Apple stores, insisted on covering the floors with the same gray-blue sandstone he had seen in Florence sidewalks during a 1985 trip to Italy. He imported Apple store stone directly from the same quarry, hiring Florentine designers to oversee the cutting and layout of the tiles...”
SPOT THE DIFFERENCE

FacilityLive Platform is based on patented methodologies: EPO (Europe) n. 2347346; USTPO (USA) n. 8,255,404; ZA 2009/04753; AUS 2007334863 and more (43 countries in total).
The First Commercial Desktop Computer

Olivetti Programma 101 (Ivrea, Italy, 1962)
THE GREATEST ACHIEVEMENT OF MANKIND?

01100011 01101111 01100100 01101001
01101110 01100111
(Translation: “Coding”)

Margaret Hamilton, lead software engineer of the Apollo Project, stands next to the code she wrote by hand and that was used to take humanity to the moon. [1969]
Ada Lovelace
(Augusta Ada King, Countess of Lovelace, born Augusta Ada Byron, 10 December 1815 – 27 November 1852, London)
Badalone
(Filippo Brunelleschi, 1421, Florence)
THE TRAGEDY OF A NON PATENTED INVENTION

The Telephone
(Antonio Santi Giuseppe Meucci, Florence, 13 April 1808 – New York, 18 October 1889)

Bell did not invent telephone, US rules

Scot accused of finding fame by stealing Italian's ideas

Rory Carroll in Rome
@roycarroll72
Monday 17 June 2002 11.14 BST

Italy hailed the redress of a historic injustice yesterday after the US Congress recognised an impoverished Florentine immigrant as the inventor of the telephone rather than Alexander Graham Bell. Historians and Italian-Americans won their battle to persuade Washington to recognise a little-known mechanical genius, Antonio Meucci, as a father of modern communications, 113 years after his death.

The vote by the House of Representatives prompted joyous claims in Meucci's homeland that finally Bell had been outed as a perfidious Scot who found fortune and fame by stealing another man's work.

Calling the Italian's career extraordinary and tragic, the resolution said his "teletrofono", demonstrated in New York in 1860, made him the inventor of the telephone in the place of Bell, who had access to Meucci's materials and who took out a patent 16 years later.
WHO’S GOING TO SWITCH ITALY ON AGAIN?
WE HAVE PATENTS IN 43 COUNTRIES WORLDWIDE
INCLUDING YOUR COMMUNITY IS AN OPPORTUNITY
Engaging with Institutions is an Opportunity

Mariuccia Teroni
Founder, Chair and COO of FacilityLive

Mariuccia Teroni è un’esperta di tecniche editoriali e trattamento delle informazioni. Si è dedicata per oltre vent’anni alla sperimentazione e all’applicazione della tecnologia a progetti innovativi per l’editoria, la comunicazione e l’organizzazione delle informazioni. Ha collaborato con i più prestigiosi nomi del settore, ottenendo riconoscimenti anche a livello internazionale. Ha studiato e curato la realizzazione d’importanti archivi digitali; si è occupata del recupero, organizzazione, digitalizzazione e catalogazione di giacimenti informativi; coordinato processi di riconversione tecnologica di primarie case editrici; gestito flussi e processi produttivi complessi; prodotto, coordinato, redazionato e revisionato innumerevoli prodotti editoriali cartacei e multimediali. Possiede una conoscenza professionale del ciclo di produzione completo impiegato nell’editoria web, multimediale e tradizionale, delle problematiche tecniche di lavorazione, delle esigenze grafiche e della pratica dei processi industriali. È relatrice a convegni sull’argomento ed è stata docente del Laboratorio di Editoria Multimediale presso l’Università degli studi di Milano. Ha scritto per Apoeo (Feltrinelli) il “Manuale di redazione” e il “Manuale di grafica e stampa”. È founder, con Gianpiero Lotito, di FacilityLive, la software company italiana che ha realizzato e brevettato una piattaforma per la gestione delle informazioni basata su un search engine semantico di nuova concezione e riconosciuta da brevetti prestigiosi in oltre 40 paesi nel mondo (tra cui quelli (Ambassador for the Grand Coalition for Digital Jobs & Digital Icon for Watify – Stimulating Digital Entrepreneurship)

Gianpiero Lotito
Founder & CEO di FacilityLive

Gianpiero Lotito dal 2010 è il founder, con Mariuccia Teroni, di FacilityLive, una startup che sta affermando sul mercato internazionale un motore di ricerca di nuova generazione. FacilityLive ha brevetti in 42 paesi, tra i quali USA (ottenuto con Google come "prior art"), Europa, Giappone e Israele. Nigel Kendall, technology editor dei Times, l’ha definita "una tecnologia che potrebbe cambiare ogni cosa sul Web".

FacilityLive è "Gartner Cool Vendor 2014 for CRM Customer Service and Support".


Nel 2013 ha pubblicato l’e-book "Breve storia delle startup" con Sperling.

(Ambassador for the Grand Coalition for Digital Jobs)
Providing Solutions is an Opportunity

#EU2Coding

“A One-stop-shop European Search Engine for Coding”
30% of #GirlsInICT is an Opportunity

FacilityLive People
That's how we roll!
AN INCLUSIVE e-SOCIETY needs a BALANCED INNOVATIVE COMMUNITY of ENGAGED PEOPLE...
WE NEED EUROPEAN COMPANIES!