

INNOVIT is the hub promoted by the Directorate General for the Country System of the Ministry of Foreign Affairs and International Cooperation, in collaboration with the Italian Embassy in Washington and the Consulate General in San Francisco. The implementing body of the project, through its offices in New York and Los Angeles, is the Italian Trade Agency (ICE-Agenzia per la promozione all'estero e l'internazionalizzazione delle imprese italiane). In addition to the Innovation Centre, INNOVIT also includes the ICE-Agenzia Desks and the Italian Cultural Institute in San Francisco. INNOVIT's goal is to create partnerships between the American and Italian economic and cultural ecosystems and to guarantee the Italian community a lasting presence in Silicon Valley also thanks to the IIC (Italian Cultural Institute San Francisco). INNOVIT is a strategic initiative of the Italian government to promote the country system's innovation in the United States.

The activities of the Italian Innovation Centre were entrusted in October 2022 by the Ministry of Foreign Affairs and International Cooperation and ICE-Agenzia to the Giacomo Brodolini Foundation, think and do tank for innovation and local development, and to Entopan Innovation, incubator and accelerator of Harmonic Innovation Group.

**INNOVIT is managed in synergy by:**

- Italian Innovation Center - specialising in acceleration and innovation services for Italian companies, start-ups, universities and science centres.
- Italian Trade Agency - the government agency that supports the business development of Italian companies abroad and promotes the attraction of foreign investment in Italy.
- Italian Cultural Institute - the official body of the Italian government dedicated to the promotion of Italian language and culture in the north-western coastal region of the United States.

**The INNOVIT formula**

INNOVIT's Innovation Centre offers curated programmes for companies in various stages of growth, with a focus on start-ups, scale-ups and SMEs.

- Mentorship and expertise: entrepreneurs gain access to mentors and industry experts who offer guidance and support, from market penetration to financing.
- Networking opportunities: meet other US entrepreneurs, investors and industry experts.
- Resources and infrastructure: meetings with possible partners and investors in one of San Francisco's most beautiful hubs, as well as access to the software needed to improve market positioning.
- Visibility and validation: companies take advantage of INNOVIT's maximum visibility to validate their business ideas or promote their products and services.

**Some significant metrics**

The Centre acts as a real bridge between Italy and Silicon Valley. It organises training and mentorship events **with as many as 250 professionals from Big Tech (Google, X, Amazon, Apple, Meta, Bosch, Microsoft, Oracle and Unity)**, Silicon Valley venture capitalists, mentors and experts from prestigious universities such as Stanford University and UC Berkeley. The start-ups and SMEs hosted at the Centre have the opportunity to establish business, funding and contamination relations with one of the ecosystems that contributes most to defining global innovation trajectories. The programme has also made it possible to sign local distribution agreements, acquire the first US customer and materialise financing rounds.

**The premises**

Located right in the heart of San Francisco, between the financial district and the iconic North Beach area, where San Francisco's old industrial architecture meets Italian style and design. A structure stretching out over more than 1,000 square metres is dedicated to hosting Italian companies, with offices, meeting rooms and an event space.