

BLOCKCHAIN business *REVOLUTION*

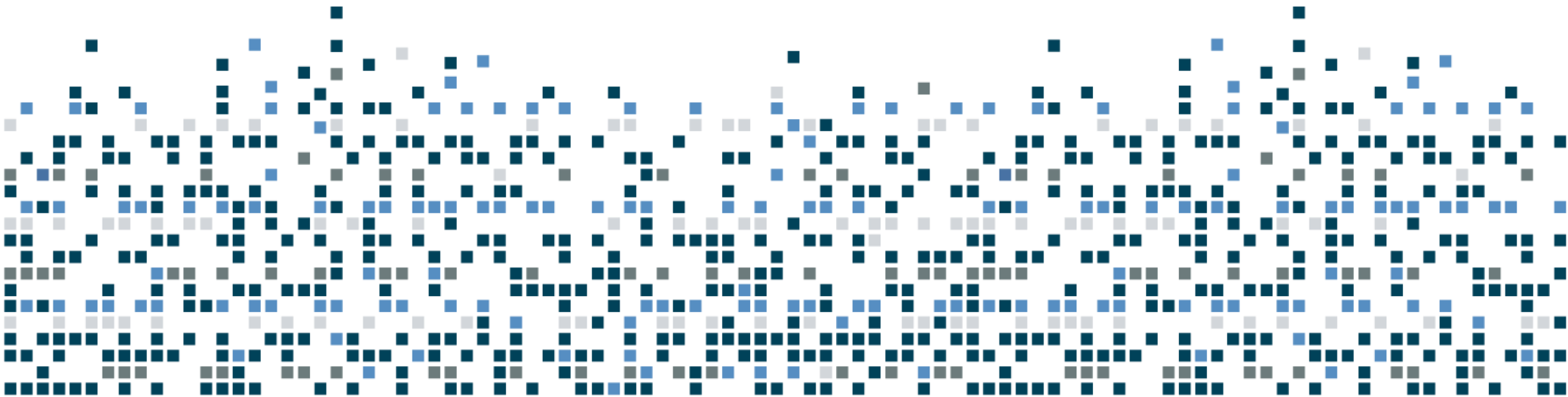
—— 360 Summit ——

Milan, September 21st 2017

A new paradigm and an innovative concept of trust for enterprise and country development

Special Proposal for NEM Foundation

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NEM Foundation for Italian Enterprises

NEM Foundation can provide four major messages to Italian business decision makers:

1. The value of a new original consensus management algorithm and what major advantages it can bring to businesses in terms of the availability of a more efficient and scalable blockchain platform
2. Public and Private Blockchain faster to create and more scalable
3. NEM Foundation Smart Asset System as an answer to the growing demand of Blockchain Solutions coming from the world of Italian fashion, luxury and food companies, who are leaders in the world thanks to the value of made in Italy that has to be defended and valued
4. What opportunities can offer Italian companies and the Fintech in particular the availability of a platform for Initial Coin Offering

In order to better provide the opportunity to transfer these values to Italian entrepreneurs and top managers We do offer a special key note (no longer in a round table but as a stand-alone speech) with slide support.

We can strengthen the presence of the event with an editorial services for NEM Foundation + a special editorial service for the Initial Coin Offering solution to be published on Blockchain4Innovation, on the newsletter (60,000 subscribers) and on social media



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Goals

Blockchain is a new opportunity for enterprises and institutions to review business paradigm and re-organize product chains and transactions on the basis of a new perspective of **TRUST**

Our event **Blockchain Business Revolution** set the target to focus the needs that can be tackled in a new way with the **Blockchain** with a meeting that will provide content, training and discussion and a unique opportunity to face-to-face meeting for **Blockchain business**

Blockchain Business Revolution is the first event in Italy with a clear focus to matching company needs and Blockchain providers. The first Blockchain Business Map will be introduced at the event and it will get a roadmap with business upgrade, startup and projects focused on Blockchain in Italy.

Topics

- **Enterprises and startup involved in Blockchain business in Italy: typologies and solutions**
- **The guidelines in the development of Blockchain projects**
- **The role of banks as players in Blockchain**
- **Blockchain and Fintech: the role of startups and Open Innovation**
- **Blockchain at international level, the experiences and the countries that are investing**
- **Blockchain and the Industry 4.0**

Target

The event will focus on CIOs, COOs and top managers of public and private sector companies, service system, ICT providers and system integrators, developers, startups and companies involved in Open Innovation projects



Blockchain's first map in Italy!

During Blockchain Business Revolution it will be introduced the Blockchain Business Map an editorial project created in partnership between Blockchain4Innovation and EconomyUp, with the aim to represent the picture of the Blockchain in the business in Italy, through editorial interview and services on companies and operators that have started companies, startup, project, proof of concept (POC) in many different area of business.

The project will provide stories of innovation based on the new concept of "trust" and "distributed consensus" that are at the basis of the Blockchain.

The goals of the project are to provide businesses and operators with a current picture of the experiences and "interpretations" that are driving the development of Blockchain in Italy with the profile of people and competences that are at the basis of this development

Blockchain Business Map will be distributed at the event and made available in digital download format after registration. The document will be promoted on all media in the Digital360 Network.



- 9.00 Registration
- 9.30 Welcome greetings
Andrea Rangone, CEO, Digital360
- 9.45 **Presentation of Blockchain Business Map**
Giovanni Iozzia, *Director, EconomyUP*
Mauro Bellini, *Director, Blockchain4Innovation*
- 10.00 **Scenario intervention: the potential of Blockchain**
Valeria Portale, Osservatori Digital Innovation
- 10.15 Round Table – **Business blockchain: case history on IoT and Industry 4.0**
Speeches by Head of IT and Blockchain - partner
Moderator: Mauro Bellini, Director, Blockchain4Innovation
- 11.00 Round Table – **Blockchain and Fintech between startup and Open Innovation**
Speeches by Companies engaged in open innovation and startup
Moderator: Giovanni Iozzia, Director, EconomyUP
- 11.45 **Blockchain Pioneer**
Interview with a company engaged in Blockchain project
- 12.00 Round Table – **Banks and Blockchain: the strategic vision**
Moderator: Roberto Garavaglia, Strategic Advisor for Digital Payment and coordinator of Pagamenti Digitali.it
- 12.45 **Conclusions**
Andrea Rangone, CEO, Digital360
- 13.00 End of the Event

NEM Foundation Key Note speech



The event will be promoted to a profiled mailing list from the EconomyUp e Blockchain4innovation database

The Partners will receive the attendees list with the authorization to use their personal data gathered during the subscription to the event, according to the Privacy Law.

The invitation will show the Partners' Logos along with the event agenda and logistic details

Servizi	Pricing
<u>Full Sponsorship</u>	
<ul style="list-style-type: none">• Speech in the Round Table dedicated to Partners• Visibility through Live Tweeting during the event• Logo on all the online and offline communication tools• Distribution of promotional materials• Visibility with 1 Advertorial on Blockchain4Innovation and EconomyUp newsletter and website• Video-interview to the Speaker during the event and published online• Profiled database of subscribers and attendees• Visibility with company profile and logo on white paper <i>Blockchain Business Map</i>	12.000 € (+ vat)
<u>Brand Sponsorship</u>	
<ul style="list-style-type: none">• Visibility through Live Tweeting during the event• Logo on all the online and offline communication tools• Distribution of promotional materials• Visibility with 1 Advertorial on Blockchain4Innovation and EconomyUp newsletter and website• Profiled database of subscribers and attendees	6.000 € (+ vat)



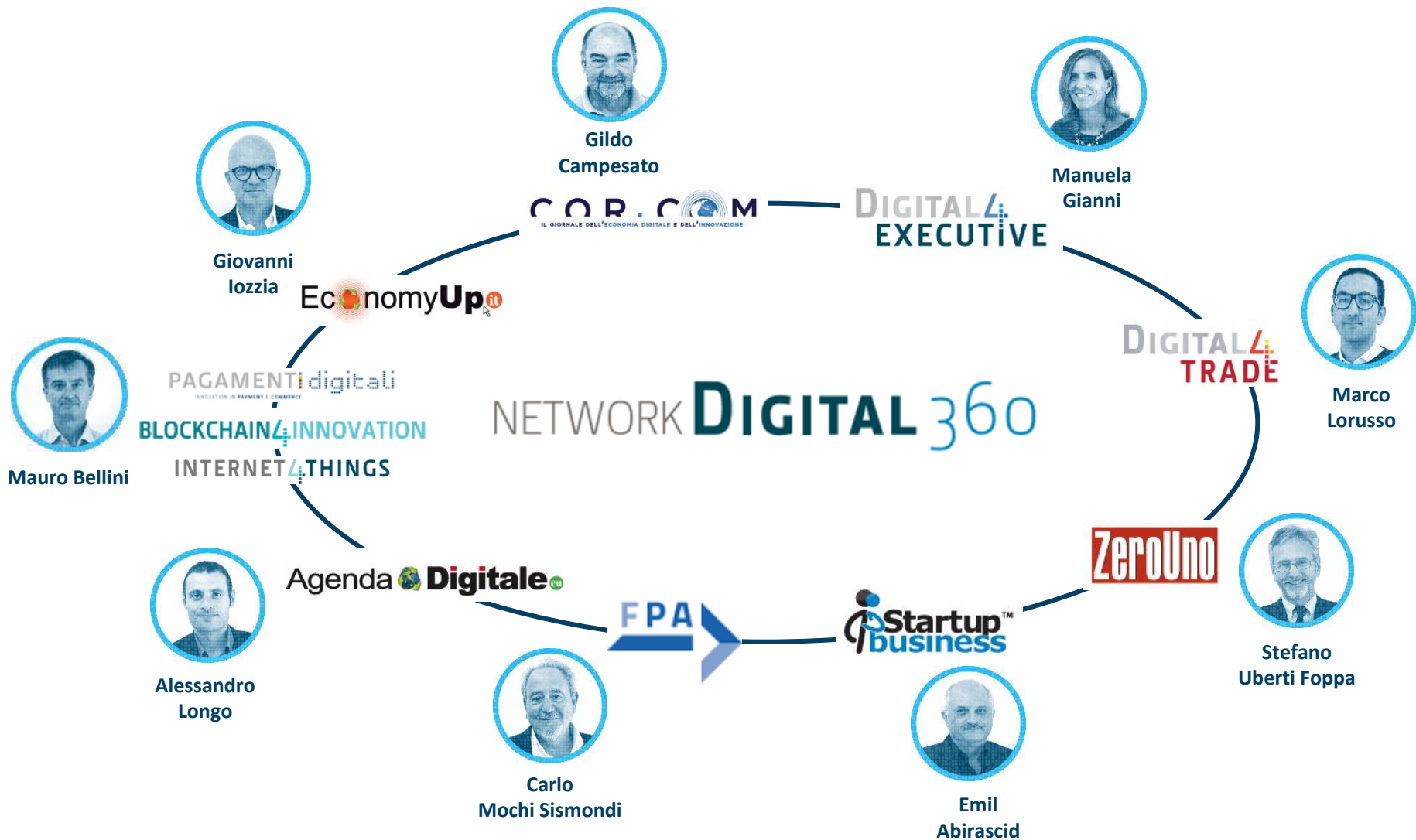
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Il Network Digital360: chi siamo















Il Network Digital360: le principali testate

		Portali	Newsletter	On paper
	L'impiego strategico delle tecnologie per la digital transformation di processi di business https://www.digital4executive.it		 W	 Q
	Evoluzioni, cambiamenti e trend del canale ICT (sw house, system integrator, var, ecc.) in Italia https://www.digital4trade.it		 W	 Q
	Il quotidiano online dell'economia digitale e dell'innovazione http://www.corcom.it		 D	
	La nuova informatica per competere meglio http://www.zerounoweb.it		 W	 Q
	L'Italia che vuole crescere http://www.economyup.it		 W	
	Enabling the Italian startup ecosystem http://www.startupbusiness.it		 W	
	Il primo giornale sull'agenda digitale italiana http://www.agendadigitale.eu		 W	
	Al centro dell'innovazione della PA http://www.forumpa.it http://www.forumpa.it/i-cantieri-della-pa-digitale		 W	

D=GIORNALIERA, W= SETTIMANALE, 2W=QUINDICINALE, M=MENSILE, Q=TRIMESTRALE



Il Network Digital360: le testate verticali

			Portale	Newsletter	
Area tematica		Innovation in Payment & Commerce http://www.pagamentidigitali.it/			2W
		La rivoluzione Blockchain http://www.blockchain4innovation.it			2W
		L'intelligenza delle cose per le persone http://www.internet4things.it/			W
		L'innovazione nelle nostre mani http://www.mobile4innovation.it/			2W
	  	https://www.digital4.biz/cloud https://www.digital4.biz/b2b https://www.digital4.biz/searchsecurity			M
Funzione	Highlights dell'innovazione digitale     				2W
Settore	Highlights dell'innovazione digitale       				2W

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BLOCKCHAIN4INNOVATION

Testata online focalizzata sui temi della Blockchain per il business

Il nuovo punto di riferimento in Italia per i decision maker delle aziende che stanno ponendo attenzione al fenomeno **Blockchain**, raccontandone impatti, innovazioni e trend sull'ecosistema imprenditoriale e sul business.



TARGET: Manager e Decision Maker
(Filieri e Supply Chain, Banche, Istituti di pagamento e di moneta elettronica, Circuiti internazionali, PA, Service Provider)

- www.blockchain4innovation.it
- Page view/mese: oltre 25.000
- Visitatori unici/mese: oltre 10.000
- Newsletter quindicinale: 50.000 iscritti





Testata online dedicata alle Startup, alla Open Innovation e alla nuova imprenditoria Made in Italy

Una piattaforma di comunicazione multicanale nata nel 2013 per colmare il gap informativo esistente fra il mondo delle nuove imprese innovative (startup) e gli stakeholder del sistema economico e sociale, con aggiornamenti quotidiani (circa 30 nuovi titoli a settimana), un TV magazine, il portale *InsuranceUp*, la newsletter settimanale e il Corporate Publishing.



TARGET: startup & PMI

(CEO e C-level di grandi imprese, Imprenditori, Start-upper, Analisti e ricercatori, Incubatori, Venture capitalist, Business Angel, Docenti universitari, Opinion leader, Giornalisti, Technology & Solution Provider)

- www.economyup.it
- Page view/mese: oltre 200.000
- Visitatori unici/mese: oltre 78.000
- Newsletter settimanale: 81.000 iscritti
- Database con oltre 2.000 Startup italiane
- TV Magazine settimanale su Reteconomy



DIGITAL 360 | Group

