

MaddyEurope: A Baltic conference in Milan, an Amsterdam fintech in Italy, and a boost for European Cloud

Each month, Maddynews brings you MaddyEurope, highlighting the headlines that are powering Europe's startup ecosystem. Here's this month's selection.

TechChill brings the Baltic startup mindset to Milan

Location: Riga, Latvia; Milan, Italy

TechChill is an annual start-up and technology conference promoting Latvian and Baltic companies and ecosystems; this year, the event takes place in the Latvian capital Riga on April 28th-29th and will feature 2300 attendees alongside fast-growing startups, international speakers, investors, and media

representatives.

The annual conference is organised by the non-profit organization of the same name, empowering the Baltic startup ecosystem throughout the year.

This year, TechChill is expanding outside the Baltics to host TechChill Milano, at Bocconi University Campus. The event will take place on September 27th-29th with the intention of highlighting Italy's place on the global startup map, bring together industry experts, and celebrate the Italian tech ecosystem.

Amsterdam-headquartered fintech launches Italy's first business banking accounts with integrated e-invoicing

Location: Italy

FINOM, a fintech company focused on empowering small firms, freelancers, and entrepreneurs across Europe, has launched an innovative new business account in Italy, combining banking, e-invoicing, and finance management services onto a single platform.

European bank Solarisbank is facilitating the fintech firm's product expansion in Italy, by offering provide customers with Italian IBANs and Visa debit cards

Italy is FINOM's third largest European market, behind France and Germany, where it has 15,000 customers. Through this partnership, the Amsterdam headquartered fintech will now be able to offer its all-in-one finance management, e-invoicing, and banking platform to both existing and new Italian customers.

Leonardo DiCaprio among investors in Icelandic's biotech company

Co-founded by Ingvar Helgason and stem cell scientist Dr. Dusko Ilic, VitroLabs is the biotech company leading the development of a new scientific process to

grow the world's first cellular cultivated animal leather. A process that produces leather without harming animals.

They have raised \$46M in a Series A funding round led by London-based *Agronomics* with the participation of other investors including global luxury group *Kering*, *Khosla Ventures*, actor and environmentalist Leonardo DiCaprio, New Agrarian, and *Regeneration.VC*.

CEO Ingvar Helgason said "At a time when environmental stewardship is more important than ever, biotech companies have the opportunity to lead the way in changing how we produce materials and build supply chains, working hand in hand with existing artisans and craftspeople who are the cornerstone of the \$400B leather goods industry,"

Bessemer Venture Partners bets big on European Cloud, SaaS, Fintech and Cybersecurity

Location: European continent

Bessemer Venture Partners is increasing investment in the European technology ecosystem as the venture capital firm sets its sights on finding the next high-growth start-ups in European cloud, SaaS, fintech, and cybersecurity. European investments will continue to be made from Bessemer's global BVP XI and Century growth funds, which collectively represent \$3.3B.

The firm made its first investment in Europe in 2004 and now has nearly 50 across the continent. Bessemer's track record in Europe includes multi-stage investments - beginning with early-stage Seed and Series A investments and continuing to support through stages of growth - in companies that are reshaping industries.

Venture capital investment has been rising for some time in the continent, with 2021 a record year for growth with \$116B invested into Europe. People and innovation have become increasingly borderless since the pandemic, and structural changes such as remote working have expedited cloud and SaaS solutions.

