



## PRESS RELEASE

Sixth Sense, a prescriptive analytics platform, joins the portfolio of GELLIFY, Azimut Libera Impresa and innovative-RFK SpA.

*The capital increase, which has been underwritten by GELLIFY together with Azimut Libera Impresa SGR's Azimut Digitech Fund and the holding company innovative-RFK, will help with Sixth Sense's international scaleup phase and consolidation process.*

Milan, 24 June 2021 - Sixth Sense [[www.sixth-sense.ai](http://www.sixth-sense.ai)], an Italian company that offers data-driven solutions that enhance decision-making in sales management, customer relations, and other strategic business functions through prescriptive analytics, has joined the portfolio of GELLIFY [[www.gellify.com](http://www.gellify.com)], a B2B innovation platform that selects, invests in, and grows innovative high-tech startups and connects them to traditional companies to help them innovate their processes, products, and business models.

GELLIFY underwrote the capital increase with the **Azimut Digitech Fund**, a closed-end alternative B2B venture capital fund that invests exclusively in B2B technology companies, and the holding company **innovative-RFK**, which is listed on Euronext Access Paris (MTF) and invests in high-growth innovative SMEs.

The Azimut Digitech Fund was established by Azimut Libera Impresa SGR (Azimut Group) in partnership with GELLIFY and has operated since December 2020.

Sixth Sense was founded by **Renato Giacobbo Scavo, Giacomo Filippo Porzio, and Gianluca Nastasi** and immediately entered two specific markets that offer great growth potential.

The first market is the **CRM software for the life sciences sector**, which was estimated to have a global value of 11.5 billion dollars in 2020 according to **Market Research Future**. Besides, the value of this market is estimated to reach 21.5 billion dollars in 2025, with a compound growth rate (CAGR) of 13.5% over the five-year period from 2020 – 2025.

The second market Sixth Sense entered is the **digital payments** sector, which, per **MarketsandMarkets Research**, was valued at 79.3 billion dollars in 2020. It is estimated to reach 154.1 billion dollars globally in 2025, with a CAGR of 14.2% over the five-year period from 2020 – 2025.

Sixth Sense creates digital solutions through its cutting-edge artificial intelligence technology and **designs systems that support business decision-making, sales decision-making, and digital customer engagement**. Sixth Sense's solutions leverage the power of big data,

software based on **deep machine learning**, and a new set of algorithms built with predictive technologies.

Since 2019, Sixth Sense has primarily focused on creating recurring-fee B2B software products and launched two main solutions: **Smart Suggestions** and **Merchant Platform**.

**Smart Suggestions** is an advanced decision support software that plugs into CRMs and dynamically generates suggestions for sales teams on the next steps to engage customers, as well as multi-channel messages for



customers. The solution allows you to manage the multi-channel orchestration of interactions with customers and to develop recurring and automated campaigns, all through a single intuitive platform.

The second solution is **Merchant Platform**, an interactive platform with personalized insights and recommendations that provides small- and medium-sized merchants who accept card payments with quantitative market trends to drive strategic initiatives such as opening new stores, optimizing staffing, and opening hours.

In 2020, Sixth Sense ranked 33 in Sole24Ore's "Leader della Crescita 2021" list, and in 2021, it ranked 144 in the Financial Times' FT 1000 list, with a CAGR of 119.91%.

**GELLIFY's co-investment operation with Azimut Libera Impresa SGR** - through the Azimut Digitech Fund - and the holding company **innovative-RFK** will help Sixth Sense with its consolidation and international scaleup phase.

"One of the main reasons we decided to invest in Sixth Sense was because of the highly practical technological solutions they offer to the marketplace," said GELLIFY Founder and Managing Partner **Michele Giordani**. "We also decided to invest because of the strong entrepreneurial and execution skills of their team, which has shown itself to be extremely consistent. Sixth Sense has demonstrated a high ability to understand and anticipate the dynamics of its market both at a technical and a business level."

"The entry of new partners in Sixth Sense's capital and their expertise will allow us to accelerate the execution of our vision to launch increasingly innovative B2B products to the market that extract insights from data in an automated way based on artificial intelligence," Sixth Sense Founder and CEO **Giacomo Porzio** and Co-Founder and Chairman **Renato Giacobbo Scavo** commented. "We have the ambition to extend solutions to customers on a global scale, and we believe this is a fundamental step for the growth of our company."

**Antonello Carlucci**, the CEO of innovative-RFK, stated: "We believe that Sixth Sense has been able to take advantage of the best opportunities offered so far by artificial intelligence and machine learning. Through this investment, i-RFK will enter the capital of one of the most

innovative Italian companies in the sector, which has an outstanding client portfolio, an international ambition, and a solid income structure. We are therefore very pleased to support the company in its scaling path in the coming years."

**Marco Belletti**, the CEO of Azimut Libera Impresa, commented: "Our investment in Sixth Sense is fully in line with the investment approach by Azimut Digitech Fund through which we invest in B2B software start-ups. The deep innovation capabilities and the technological know-how of the team convinced us to support the company's scaleup".

#### About GELLIFY

**GELLIFY** is an innovation platform that connects high-tech B2B startups with traditional companies to innovate their processes, products, and business models. With headquarters in Italy and offices in Spain and the United Arab Emirates, the company's success is based on its unique model that infuses companies with the most advanced B2B startup technologies and GELLIFY's expertise. The platform accompanies startups from their "gaseous" or "liquid" embryonic state to a reliable and scalable "solid" state through its exclusive and proprietary growth program, GELLIFICATION. This growth is financed through smart investments implemented by GELLIFY and its co-investors.



GELLIFY has also created a community called EXPLORE where entrepreneurs, innovators, and professionals can connect on any digital device. Through the app, downloadable from the App Store and Google Play Store, subscribers can have phygital experiences that alternate between the physical and digital world, participate in events, and infuse their companies with the most advanced startup technologies and GELLIFY skills.

GELLIFY consists of 3 business units:

- GELLIFY for Startups, which is dedicated to the gellification of startups that have already expressed traction in the market. The gellification program provides more complex services than the mentorship and basic business creation services typical of incubators. It lasts 6-24 months and involves all areas of the company.
- GELLIFY for Companies, which is focused on open innovation services for SMEs and large corporations that want to build new innovative business paths. This division specializes in corporate venturing, innovation strategies, sales and marketing digitization, Industry 4.0 and digital operations, digitization, and workforce empowerment.
- GELLIFY for Investors, which provides investment advisory services and manages a GELLIFY Investment Fund for selected innovative B2B tech startups.

Partners of GELLIFY for 2021 include the tax consulting firm Pirola Pennuto Zei & Associati with Partner Stefano Tronconi and Associate Partner Luca Neri; the law firm Gianni & Origoni with Partner Federico Dettori and Associate Partner Rodrigo Boccioletti, as part of the activities of the Gop4Venture practice; and T.T. Tecnosistemi, a company focused on advanced IT solutions.

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#### **About Sixth Sense**

Sixth Sense builds digital solutions that automatically extract insights from data and are positioned along the data value chain from data strategy and analytics to engineering to visualization. Sixth Sense is already active in several European markets as well as overseas. The company has an ambitious growth plan that will be fueled by this financing round, which will be mainly focused on product industrialization and international expansion.

Smart Suggestions - the main product built by Sixth Sense - is a plug-in for CRM systems that combines multiple data sources and orchestrates suggestions to enable omni-channel next-best engagement for customers. Suggestions are generated based upon business inputs and customizable rules to ensure the right content is delivered via the right channel at the right time.

#### **Sixth Sense Contacts**

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#### **About innovative-RFK**

Founded in 2017 by Massimo Laccisaglia, Paolo Pescetto, and Andrea Rossotti and listed at Euronext Access Paris, innovative-RFK is an investment holding company that mainly invests in innovative startups and innovative SMEs.

Partners of innovative-RFK include Kayak, an advisory firm that supports innovative-RFK for transactions, and the legal director group Joanna Gualano.

#### **innovative – RFK contacts**

Website: [www.innovative-rfk.it](http://www.innovative-rfk.it)

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#### **About Azimut**



**Azimut** is Italy's leading independent asset manager (active since 1989). The parent company Azimut Holding was listed on the Italian stock exchange on 7 July 2004 (AZM.MI) and, among others, is a member of the main Italian index FTSE MIB. The shareholder structure includes over 1.900 managers, employees and financial advisors bound by a shareholders' agreement that controls over 21,8% of the company. The remaining is free float. The Group comprises various companies active in the sale, management and distribution of financial and insurance products, with Registered Offices mainly in Italy, Luxembourg, Ireland, China (Hong Kong and Shanghai), Monaco, Switzerland, Taiwan, Brazil, Egypt, Singapore, Mexico, Australia, Chile, USA, UAE and Turkey. In Italy, Azimut Capital Management SGR sells and manages Italian mutual funds, Italian alternative investment funds, as well as being active in the discretionary management of individual investment portfolios. Furthermore, Azimut Capital Management SGR, following the demerger by incorporation of Azimut Consulenza SIM, distributes Group and third-party products in Italy via a network of financial advisors while Azimut Libera Impresa focuses on the Alternatives business. Overseas main operations are Azimut Investments (formerly AZ Fund Management, founded in Luxembourg in 1999), which manages the multi strategy funds AZ Fund 1 and AZ Multi Asset and the Irish Azimut Life DAC, which offers life insurance products.

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