

PRESS RELEASE

BACKTOWORK24 SIGNS THE FIRST CORPORATE PARTNERSHIP WITH APRILIA RACING

The startup and small business incubator comes together with the MotoGP technology platform to test and spread innovative products and services to companies around the world in their portfolio

The project presentation was given on February 6th at the Milan headquarters of the Gruppo 24 Ore

Milan, 30 January 2017 - **BacktoWork24** - a subsidiary of **Gruppo 24 Ore** and leading player in the Italian market for investment in small and medium-sized enterprises and startups by private investors — and **Aprilia Racing** — the technological development platform of the **Piaggio Group** and Italian centre of excellence for innovation in the technical/motorcycle sector — **have recently signed a partnership** that was presented at the Milan headquarters of the Gruppo 24 Ore on **February 6**.

The agreement aims to further the development and visibility of innovative startups and SMEs within the BacktoWork24 network, thanks to Aprilia Racing, recognized as a leading company at the national and international level, which will provide its international platform and one-of-a-kind technology.

As a result of this partnership, companies in the BacktoWork24 network will be able to **field test their products and services using the tools of the Aprilia Racing MotoGP Platform**, and to present their innovations through important visibility channels at the national and international level.

MotoGP spaces will serve as the location for technological testing and the development of innovative processes and services that, depending on their nature, can be developed independently or in concert with Aprilia Racing.

"The main objective of this operation," explains **BacktoWork24 CEO Alberto Bassi**, "is to broaden the spectrum of opportunities for our companies through integration and collaboration with corporate companies. Over the course of 2017 we will select a panel of companies operating in different sectors to which Aprilia Racing will offer their assets, including an open-innovation approach."

"We are pleased to have signed this partnership with BacktoWork24, which can in fact be a test case for visibility and the development of innovative new businesses," said **Romano Albesiano, Technical Director of Aprilia Racing**. "Over the course of the MotoGP Racing Championship, Aprilia has had the honour of being the representative of Italianness in the world, and with this agreement we can provide our spaces synergistically in a circuit that reaches 15 different nations around the world."

Aprilia Racing, through the MotoGP platform, comes in contact every year with over 291 million viewers, of which about 2.5 of them are in the stands. In this context, startups will be introduced that, with dedicated activities during the races, private and showroom tests, b2b and b2c events, and racetrack marketing activities in 15 countries and four continents, will have a unique showcase to introduce innovative products and services.

Presentation of the initiative was held on Monday, February 6, 2017, at 17:30 at the headquarters of the 24 ORE Group at Via Monte Rosa 91 in Milan. During the event, a space was provided where interested entrepreneurs could present their projects to the BacktoWork24 / Aprilia Racing team.

BacktoWork24 is a leading player in the Italian market for investment in SMEs and startups by private investors. With over €12m transacted in 2014, it now has a network of over 4,500 SMEs and startups, 2,600 managers and 560 investors.

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