DLAI

MONDADORI GROUP ACCELERATOR

GRUPPO MONDADORI

Forging the Future through Gen A.I. Talent

PLAI is the Italian Accelerator igniting the growth of innovative Startups and nurturing a community of talents in the Generative AI field. Our mission is to catalyze technological advancement and creative excellence in the artificial intelligence sector.

We believe in the transformative power of Generative AI to shape a better future. By **empowering startups with the resources, expertise, and connections they need** to thrive, we are unlocking new possibilities and driving meaningful change.

Join **PLAI** and become part of a groundbreaking movement.

Together, we can build a future where Generative AI empowers solutions to real-world challenges, transforming industries and improving lives.

Accelerating Tomorrow with Mondadori Group

At PLAI, **we stand on the shoulders of a giant**. With a legacy rooted in the vast expanse of literature - spanning evocative Italian and international fiction, insightful non-fiction, from the lyrical realm of poetry to the foundational classics, and from the imaginative worlds of children's and young adult literature to the grandeur of art catalogues and more - we fuel educational innovation.

We bring the wisdom of ages to every level of education, invigorating learning through textbooks, and kindling imaginations with both paper and digital narratives, from luxuriously bound editions to the convenience of pocketbooks.

Our literary lineage extends to a network of over 500 Mondadori bookstores that weave through Italy's cultural fabric. As the foremost multimedia publisher, our voice resonates across the vast digital expanse and traditional print media, leading conversations and connecting communities.

PLAI is the convergence of historical depth and modern agility, expertise meeting entrepreneurial spirit, where startups are catapulted into the heart of opportunity. As Mondadori's accelerator arm, we're not just a gateway; we're a launchpad to educational, retail, and digital media prominence.

We're about transforming brightest ideas into impactful realities, today, for a brighter tomorrow.

Reason Why

Positioning Mondadori Group as a Central Player in the AI Ecosystem

Understand ongoing strategic developments and trends

Intercept market opportunities

Build the right corporate skills and attract talent

Position Mondadori as an innovation-friendly player, capable of harnessing the benefits of Generative AI

Create or evolve business models and products

ACCELERATION **PROGRAM**

PLAI is committed to reshaping the Italian generative AI landscape by supporting projects that stand out for their impact and scalability.

Our mission is to catalyze progress in the field of generative AI by fostering an approach that integrates scientific rigor with entrepreneurial vision. We believe that this unique combination is essential for developing innovative solutions that solve real-world challenges and harness the potential of generative AI to improve people's lives.

Joining **PLAI** means entering a community that looks to the future with determination and optimism, ready to shape tomorrow with innovative solutions that start today.

A.I. **COMMUNITY**

At **PLAI**, we transcend the traditional boundaries of an accelerator. We are a thriving hub where the brightest minds in artificial intelligence converge, collaborate, and inspire each other. Beyond accelerating startups, we cultivate a rich community of AI talents, fostering an environment where ideas flourish, partnerships form, and innovations come to life.

Through a series of curated events, engaging public talks, and meaningful networking opportunities, **PLAI** members gain access to a world of collaboration and learning. Our community is a place for sharing insights, challenging assumptions, and pushing the boundaries of what's possible with Generative AI.

PLAI is a dynamic ecosystem of thinkers, creators, and innovators. Together, we're not just witnessing the future of artificial intelligence; we're actively shaping it through every interaction, discussion, and collaboration.

STARTUP **ACCELERATOR**

FOCUS ON **GENERATIVE A.I.** AND

Education

PLAI is on the lookout for startups ready to transform the education landscape. If you're harnessing the power of Generative AI to personalize learning experiences or create interactive and personalized educational content, we want you. Join us to redefine education, making it more accessible, engaging, and tailored to individual learning styles.

New Media and Digital Advertising

Dive into the next generation of digital advertising and media with Generative AI. We're seeking startups that are reimagining content creation, personalizing user experiences, and optimizing advertising strategies with AI. Whether you're enhancing storytelling or revolutionizing ad tech, your vision can set new standards for engagement and innovation in the digital realm.
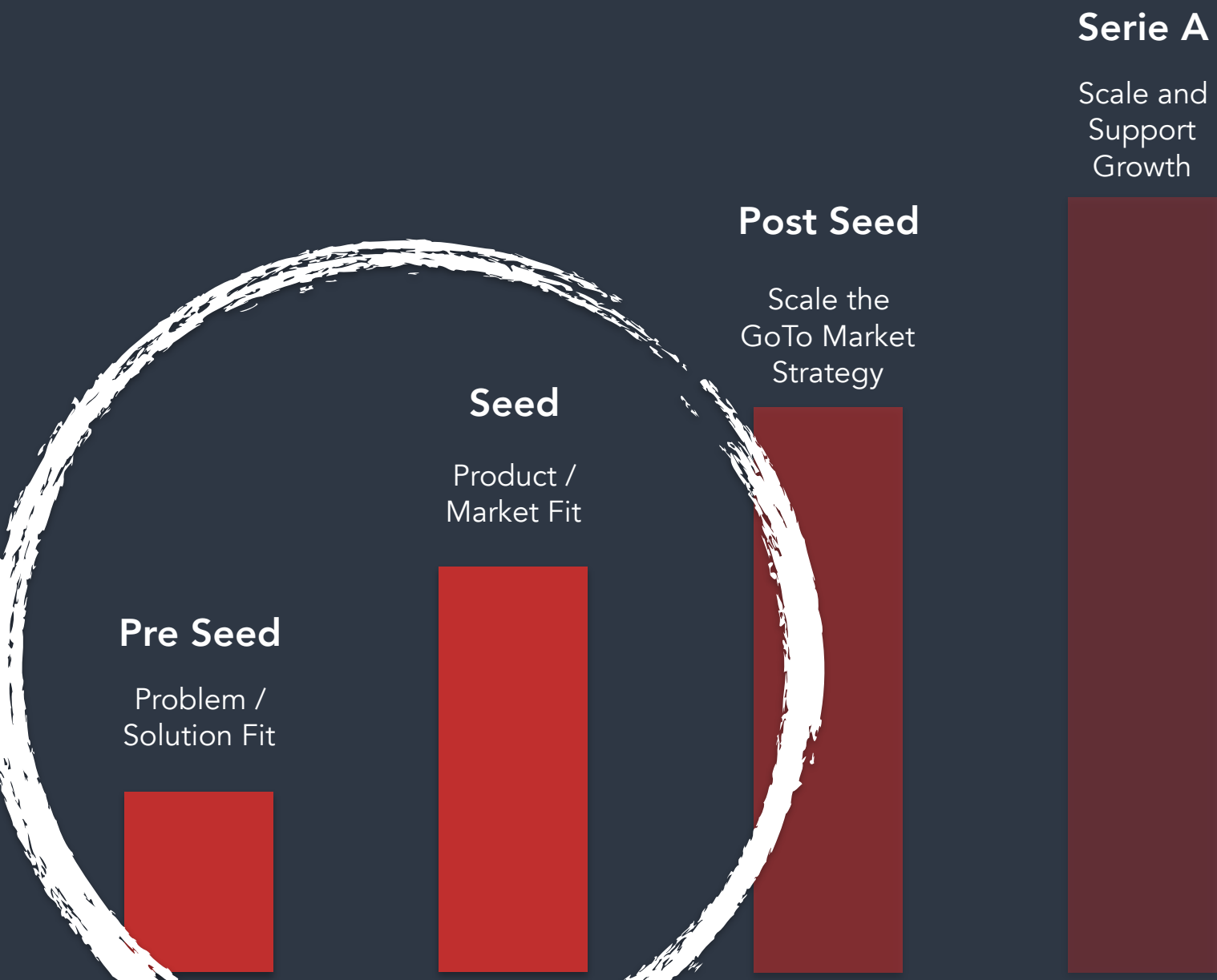
Retail

PLAI invites startups to revolutionize the retail industry. From personalizing shopping experiences to optimizing supply chains and inventing new customer service solutions, Generative AI has the potential to change the game. If your startup is at the forefront of integrating AI into retail, creating seamless, efficient, and highly personalized shopping journeys, let's shape the future of retail together.

Books and Publishers

Calling all startups using Generative AI to disrupt the world of books and publishing. Whether you're enhancing the way stories are told, optimizing the publishing process, or creating personalized reading experiences, PLAI is your platform to turn innovative ideas into reality. Together, we can write a new narrative for the publishing industry.

OUR **TARGET**

Serie A

Scale and
Support
Growth

Post Seed

Scale the
GoTo Market
Strategy

Seed

Product /
Market Fit

Pre Seed

Problem /
Solution Fit

WE **ENTER IN**

Pre-Seed

PLAI becomes the launchpad for your vision, providing the initial funding to turn your idea into a tangible prototype or MVP. We'll also work with you to refine your business model, ensuring a solid foundation for success.

Seed

PLAI provide intensive programs designed to propel startups forward, helping them refine their MVP, validate their market, and gear up for subsequent investment rounds. At this pivotal juncture, the emphasis is squarely on growth, product development, and kickstarting sales.

THE **DEAL**

€100k Equity Investment

transparent and fair deal, with no hidden vetoes or special rights.

20+ hours of tailored Mentorship

By the Acceleration team and a Network of Premium Managers and Entrepreneurs

€10k of Tech Perks

with access to digital services, and credits available during and after the Program.

Up to €500k with Follow-on Investment

for continued growth, scaling, and strategic development in subsequent stages

4 Months Program

With Dedicated workstations in a vibrant and innovative environment in Milan's Isola district

50+ hours of actionable Workshop

To master the skills you need to succeed.

Media Coverage

Secure valuable media exposure with our extensive publishing and digital platforms.

Leverage on PLAI's Ecosystem

Tap into Mondadori's vast network to accelerate market penetration and forge significant industry connections

THE **PLAI**GROUND

PLAIground is more than just a workplace. It's a thriving ecosystem, purpose-built to fuel creativity, foster collaboration, and accelerate the development of groundbreaking AI projects. It's the place where the future of artificial intelligence is shaped.

A state-of-the-art space where PLAIers, our talented team members, can immerse themselves in an inspiring environment. From the modern furnishings to the cutting-edge technology, every element is designed to promote focus and spark inspiration.

Here, PLAIers benefit from workshops and seminars led by world-renowned experts, who share their knowledge and inspire innovation. Hackathons and brainstorming sessions stimulate creativity and collaboration for the creation of groundbreaking solutions. The PLAI team offers personalized mentorship and coaching to help PLAIers reach their full potential.

SAVE THE **DATE**

Annually, our selection program scouts for the digital elite, promising startups poised for a journey of transformation.

May, 20th 2024

Official Launch of PLAI Accelerator and Call for Startups.

July, 30th 2024

Closing the Call for Startups and starting the Selection process.

September 2024

Selection Day Event

October 2024

1st Batch Starts

January 2025

Ending 1st Batch

January 2025

Demo Day - Presenting the most promising Startups in the Generative A.I. field to the Market

A.I. **COMMUNTY**

PLAI'S VIBRANT **COMMUNITY HUB**

At PLAI, we're crafting more than an accelerator, we're nurturing a thriving community where passion for generative AI ignites. Our digital channels will buzz with the exchange of ideas, fostering a collaborative space for innovators to connect and collaborate from anywhere.

Our community is the crucible of innovation, where every idea is valued, every partnership is nurtured, and every breakthrough begins.

Our calendar brims with meticulously curated events designed to inspire, challenge, and equip our members. From thought-provoking talks by industry mavens to hackathons where coders and creators unite, PLAI is the stage for Generative AI's most engaging acts.

PLAI is a dynamic ecosystem of thinkers, creators, and innovators. Together, we're not just witnessing the future of artificial intelligence; we're actively shaping it through every interaction, discussion, and collaboration.

FUELING THE **AI CONVERSATION**

Curated Events & Talks:

Elevate your knowledge with our series of expert-led discussions and public seminars.

Networking & Collaborative Ventures:

Engage with a network of visionaries during our immersive networking events, where ideas spark and connections are made.

Hackathons & Innovation Challenges:

Participate in competitive and cooperative platforms that turn bold visions into viable AI solutions.

PLAI **ECOSYSTEM**

WORKING **TOGETHER**

At the core of our program is our unparalleled network of world-class allies. These industry leaders provide invaluable insights, mentorship, and access to cutting-edge technology, helping our startups accelerate their growth and achieve their full potential.

Core Operational **Allies**

Startupbootcamp

i3P INCUBATORE POLITECNICO DI TORINO

The #1 Startup Accelerator in Europe, Asia, Africa & Latam, empowering innovators since 2010.

The Incubator of Politecnico di Torino supports the creation and development of high-tech innovative start-ups with high growth potential.

WORKING **TOGETHER**

At the core of our program is our unparalleled network of world-class allies. These industry leaders provide invaluable insights, mentorship, and access to cutting-edge technology, helping our startups accelerate their growth and achieve their full potential.

Strategic collaboration **HUB**

Communication & **Networking**

THE ADVISORY **BOARD**

A powerhouse of visionaries, our board boasts a rich tapestry of experience, with members drawn from the echelons of industry leadership, tech innovation, academia, and trailblazing entrepreneurial ventures

Alessandra Antonelli
Country Leader Italy - AWS

Paola Bonomo
Non Executive Director - TIM

Marco Bressani
Senior Business Advisor – PWC BS

Luciano Catoni
Entrepreneur

Paola Colombo
CDO - MFE Advertising

Guido di Fraia
Founder & President - IULM AI LAB

Matteo Flora
Entrepreneur & Professor AI e SI security – ESE

Luca La Mesa
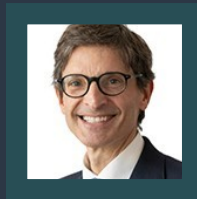SingularityU, Investor, Social Media Strategist

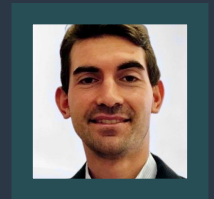**Marco Magnaghi**
Managing Director - GroupM Nexus
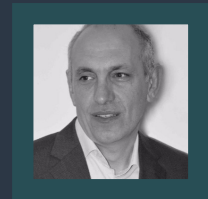
Paolo Merialdo
Ordinary Professor - Roma Tre University

Paola Mogliotti
Director – I3P

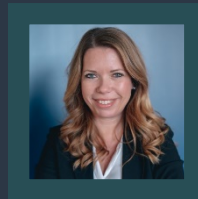**Giangiacomo Olivi**
Partner - Dentons

Giulio Ranucci
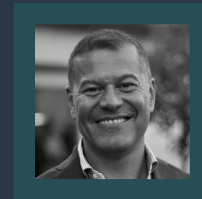Head of Innovation, Digital e CVC - ADR

Alceo Rapagna
CEO Italy - Startupbootcamp

Maurizio Romandini
VP M&A, BD & Partnership – Multiversity

Chiara Russo
Co-founder & Ex President - Codemotion

Massimo Sideri
Editorialist – Corriere della Sera

Franco Spicciariello
Director Public Policy EU MED - AWS

Are you ready to **PL**AI ?

Visit us at **www.plai-accelerator.com**

GRUPPO ▲ MONDADORI