



The startups Reefilla and Screevo win the 2022 edition of "Digital Factory", the Leasys and I3P call for innovation

- The winning startups are two: **Reefilla**, with its mobile EV battery charging service and predictive requirement calculation, and **Screevo**, with its virtual assistance technology that makes it possible to turn voice input into text data.
- The startups will now receive funds to develop a Proof-of-Concept (PoC) and will work in direct contact with Leasys and Leasys Rent.

Turin, 30 May 2022

The two young companies **Reefilla**, with its mobile EV battery charging service and predictive requirement calculation, and **Screevo**, with its virtual assistance technology that makes it possible to turn voice input into text data and to automate a number of typical business data entry tasks, **won the latest edition of Digital Factory**, the initiative promoted by **Leasys**, a **Stellantis** brand and leader in long-term rental in Italy, and **I3P**, the Innovative Business Incubator of Politecnico di Torino.

After two selection phases, Leasys and I3P chose the **six finalist startups** and finally declared Reefilla and Screevo winners: the two startup were presented with the award before **Giacomo Carelli**, CEO of FCA Bank, **Rolando D'Arco**, CEO of Leasys, and **Giuseppe Scellato**, President of I3P.

As winners of this edition of Digital Factory, Reefilla and Screevo will now receive funds to develop a Proof-of-Concept (**PoC**) with which to field test the feasibility of the use case presented, thus working in direct contact with Leasys and Leasys Rent.

The winning Projects

Founded in 2021 and incubated in I3P, innovative startup [Reefilla](#) wants to make drivers forget about the problem of charging the battery of electric vehicles by offering **a mobile charging service that performs predictive calculations of the moment the need for it arises**. The service monitors the car's location and state of charge and, when the battery level falls below a certain threshold, Reefilla proposes a recharge. If accepted, the operator reaches the car and connects the device, which is capable of delivering about 100/120 km of range in 30 minutes, without any need to search for a free charging column nearby, to reach it, and then to move the car when the charging is complete.

Founded in 2021, startup [Screevo](#) has created a virtual assistant that allows people **to input data into any system through their voice**. The solution uses an AI system to transform voice inputs into text data and, through the use of Robotic Process Automation (RPA), to automate repetitive tasks without the need for human supervision. In addition, computer vision technology is provided to recognize items on the screen and simulate users' actions, without the need for such users to interact directly with their device.

Also competing in the Digital Factory final round were **Calton**, which helps companies collect, aggregate and analyze customer feedback with its customer experience & review management solution; **Pigro**, which optimizes the sharing and retrieval of information within corporate digital documentation; **Jojob**, corporate carpooling service designed for the specific needs of commuters; **myBiros**, whose technology automates the capture of customer information in the onboarding process.

The call for innovation

Launched in January 2022 to seek out innovative solutions that can make a major contribution to the technological and digital transformation of **Leasys** and **Leasys Rent**, the new **Digital Factory** call for innovation **has been a great success**: in the six weeks in which the call was open, **numerous applications** were received - up 20 percent compared to the previous edition - from all over Italy and even from abroad.

*We are extremely satisfied with the excellent results obtained from the initiative that we were pleased to undertake with the Leasys group," said **Giuseppe Scellato**, President of I3P. "For years, our incubator has been carrying out many technology exploration projects in the area of Open Innovation, and Digital Factory has been a particularly valuable occasion to bring together young companies with cutting-edge projects and corporate entities highly sensitive to the opportunities of digital transformation, such as Leasys. The path taken with this call has borne fruit, with benefits for all those involved, and we are ready to support new*

initiatives to continue fostering the development of the ecosystem of innovative entrepreneurship”.

The 2022 edition of the initiative is part of **Crédit Agricole Consumer Finance’s Start&Pulse** program, which is based on **Open Innovation**. This year's call focused specifically on researching technological processes designed to improve both the customer experience as well as internal processes and the management of corporate know-how.

Leasys

Leasys, a Stellantis Brand and a subsidiary of FCA Bank, was established in September 2001. Together with Leasys Rent, Leasys provides a complete and innovative system of mobility services, ranging from short-, medium- and long-term rentals, to the LeasysGO! Car sharing service, to peer-to-peer car sharing via the U Go and I-Link platforms. At the end of 2019, Leasys Rent launched the first car subscription service in Italy with CarCloud. With the Clickar brand, it is also one of the leading Italian online and offline retailers of pre-owned company cars to individuals, professionals and companies. Headquartered in Italy, Leasys began a process of internationalization in 2017 by opening multiple offices throughout Europe: today the company is present in Spain, France, the United Kingdom, Germany, Belgium, the Netherlands, Portugal, Denmark, Greece, Austria, and Poland, operating a fleet that at the end of 2021 had over 450,000 vehicles. In June 2019, thanks to Leasys Rent, the company launched the Leasys Mobility Stores, physical outlets with a grassroots presence across Italy. The Stores, which provide customers access to all the mobility services provided by Leasys and Leasys Rent, are now available also in France, Spain, United Kingdom and Portugal and will open soon also in the other European countries where the company is operational. With the launch of the first totally electrified Mobility Store in Torino Caselle airport in 2020, followed by many others, Leasys Rent has become a key operator also for sustainable mobility. In fact, thanks to the over 1,000 charging stations installed in all the Stores, Leasys has Italy’s largest private electrified network. In 2022, the electrification project will continue also in the European countries in which Leasys Rent operates. For more information: www.leasys.com

The Incubator of Polytechnic di Torino (I3P) supports the creation and development of innovative technology-intensive start-ups with high growth potential, founded both by university researchers and students, and by external entrepreneurs, providing strategic consulting services, coaching, mentoring, fundraising support and spaces. Founded in 1999, I3P is a joint-stock company owned by Polytechnic di Torino, Fondazione LINKS, the Turin Chamber of Commerce, Finpiemonte, the Metropolitan City of Turin and Fondazione Torino Wireless. The mission of the Incubator of Polytechnic di Torino (Polytechnic University of Turin, Italy) is to support the ecosystem of entrepreneurship, with the aim of generating economic development and employment in innovative industrial chains. I3P adopts a strategy of collaboration with private subjects and institutions, engaged in research and advanced training, in services for technology transfer, in the financing of innovation, in internationalization. In 2019, I3P was recognized as the Best Public Incubator on a global scale according to the UBI Global World Rankings of Business Incubators and Accelerators 2019 - 2020.

For more information: www.i3p.it

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