



# personae.

Acceleratore Welfare della Rete Nazionale CDP

A *“human-centric by design”*  
acceleration programme

EBN Congress

Iniziativa di

cdp

Fondo Nazionale Innovazione  
CDP Venture Capital Sgr

Insieme a

SocialFare  
Centri per l'Innovazione Sociale

ajcube

Co-Investitori

SocialFare  
seed

a|impact

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FONDAZIONE CRC

Giordano  
Dell'Amore  
FONDAZIONE  
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Rete Nazionale Acceleratori



## PERSONAE IS THE WELFARE ACCELERATOR OF CDP'S NATIONAL ACCELERATOR

Personae was launched in 2022 by CDP Venture Capital SGR, in partnership with alcube and SocialFare, as Italy's first accelerator fully dedicated to welfare innovation.

Designed to support startups and ventures developing innovative solutions for people, communities and organisations, Personae combines acceleration, investment and ecosystem building.



**WE DID NOT JUST  
ACCELERATE  
STARTUPS.**

**WE PROVED THAT  
WELFARE CAN BE  
BUILT, INVESTED IN  
AND SCALED.**

**3**

acceleration programmes delivered

**511**

applications received from 18 Italian regions

**20+**

startups accelerated across multiple cohorts



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AND SCALED.**

**47%**

startups accelerated with female founders

**€6.1M**

capital invested in startups

**€4.2M**

capital raised post-programme

WHAT WE LEARNED IS SIMPLE:

**INNOVATION ALONE IS NOT ENOUGH, HUMAN-CENTRIC METHODOLOGIES ARE NEEDED**

# Welfare does not lack ideas, it lacks the conditions that allow ideas to become systemic.

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Welfare is not a sum of services, but a complex adaptive system.

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Territorial integration remains too weak to make innovation truly stick.

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Financial dependency continues to limit autonomy and long-term scale.

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Many welfare innovations have functioned as plug-ins, not as system shapers.

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Public and corporate adoption is still too fragmented and too slow.

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Impact too often remains incremental rather than truly transformative.



# How Personae worked

*One national platform. Multiple engines.*

**SEEKING  
MARKET-  
TESTED,  
INNOVATIVE  
SOLUTIONS  
ADDRESSING  
ITALY'S MOST  
PRESSING  
WELFARE  
CHALLENGES  
THROUGH  
ACCESSIBILITY  
AND INCLUSION.**



### **Individual well-being**

This refers to the capacity of the individual to make the most of his or her physical, cognitive or emotional capacities at every stage of life and with his or her diversity. Comprises all the solutions that can meet the daily needs of everyday life, including aspects of assistance, safety and wellbeing.

+



### **Workplace well-being**

This refers to job satisfaction and work-life balance and includes all the solutions made available by companies and employees, in order to encourage access of secure, flexible and inclusive ways of working.

+



### **Family and community well-being**

This refers to the quality of family and neighbourhood relations and includes all solutions that provide support in managing different social roles, in caring for vulnerable family members, in conflict management, in the prevention of illness and non-self-sufficiency.

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### **Economic well-being**

This refers to income capacity and the availability of economic resources as a means by which an individual is able to have and sustain a certain standard of living now and in the future. It includes the correct management of tangible and intangible resources for the individual, family and community.

+

# One national call. A clear target

## A sharper selection logic



### Call

- one national call
- one common access point to the programme
- one shared strategic direction



### Target

- startups and organisations
- transformative welfare solutions
- structural and complex needs



### Selection criteria

- Integration of technology, processes and relationships
- credible growth and scalability model
- validated or advanced MVP
- social impact criteria and system-change potential across the welfare value chain



# Building capability through practice

- *weekly theoretical-practical modules*
- *one-to-one support for each startup*
- *sprint reviews every 15 days*
- *Lean Startup, Systemic Design and Design Thinking*
- *a human-centred and implementation-oriented methodology*





# Activating Ecosystems. Enabling change

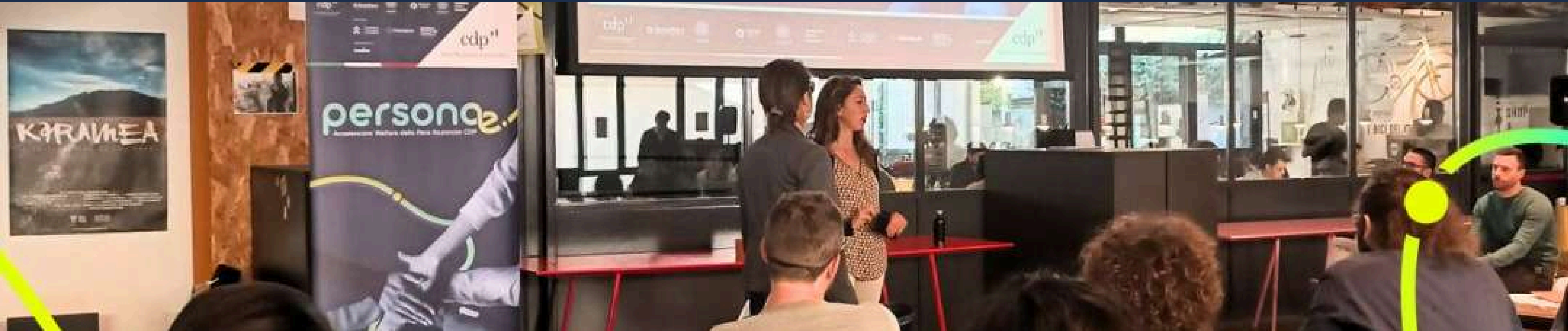
- *mentor networks*
- *local, national and international events and debates*
- *territorial acceleration sprints*
- *hubs as anchors, experimentation spaces and alliance platforms*
- *stronger pathways for adoption and scale*





# A Human-Centric Approach to Welfare Innovation.

- *Impact-led Selection: social impact assessed and embedded from day one.*
- *Theory of Change: guided roadmap for clear social transformation.*
- *Ecosystem Synergy: collaborative pipeline between startups, investors, and third sector.*
- *Agile Framework: intensive modules and bi-weekly workshops.*
- *Empathy & Discovery: Deep user research via persona mapping and interviews.*
- *Co-design Sprints: iterative testing and refinement of business models.*



# Our human-centric startups



- **Integrated Virtual Care:** a proprietary digital hub where therapists, dietitians, and MDs sync weekly for a unified patient journey.
- **Virtual Empathy:** 100% online model to bridge the gap between clinical expertise and the user's private, safe environment.
- **Tech-Driven Personalization:** adaptive digital roadmaps that evolve based on real-time feedback and lived experiences, not rigid plans.
- **Human-Centered Interface:** Low-friction digital entry (free initial consult) to foster immediate trust and reduce "clinical anxiety."
- **Scalable Specialist Network:** Leveraging a digital infrastructure to connect 1000+ patients with 120+ dedicated DCA experts.



- **Phygital Model:** Integrates a digital platform with a physical "Timesitter" for on-site task management.
- **Time-Saving Focus:** Designed to restore quality time by handling errands (laundry, groceries, pharmacy).
- **Stress Reduction:** Mapped to daily micro-needs to improve work-life balance and employee well-being.
- **Holistic Care:** Digital access to specialized family support (babysitters, caregivers, petsitters).
- **ESG Alignment:** Tech-optimized logistics to reduce CO<sub>2</sub> while boosting corporate attractiveness.



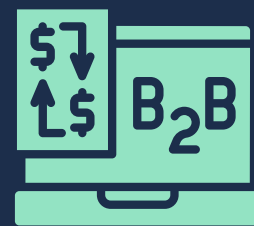
- **Gamified Assessment:** Serious games (SAM) turn clinical testing into a stress-free, playful experience for children.
- **AI-Enhanced Care:** AI automates reporting, giving clinicians more time for human relationship and empathy.
- **Unified Digital Hub:** A single platform connecting families and specialists for coordinated, transparent care.
- **Adaptive Training:** Algorithms personalize cognitive enhancement (Eye-Riders) in real-time based on user progress.
- **Low-Barrier Access:** Free digital screening facilitates early, non-invasive entry into specialized clinical pathways.
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# WHAT'S NEXT?



## ***The field is evolving***

*More actors are working on complex welfare challenges through innovation, technology and new service models.*



## ***The old formats are no longer enough***

*What is needed now is not only support for solutions, but stronger pathways for adoption, coordination and long-term scale.*



## ***The demand is broader than startups***

*Public actors, foundations, corporates and territories increasingly need vehicles that help them implement innovation, not just observe or fund it.*

***This is the space Personae 2.0 is going to be built for***

*A model that connects innovation with territorial activation, experimentation, adoption and systemic change.*

# Personae intends to move its path ahead

*A national accelerator for systemic, territorial and impact-driven welfare*



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## ***Systemic by vision***

Moving from welfare as a service to welfare as an enabling infrastructure, built on stable relationships, collective capacity and long-term transformation.



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## ***Human-centric design***

Placing people at the heart of innovation processes, using empathy and co-creation to transform real-world needs into accessible, dignified, and effective welfare solutions.



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## ***Impact-driven by purpose***

Supporting ventures and organisations capable of addressing structural needs, acting across the welfare value chain and generating lasting effects on territories.



*a|cube is a certified Italian incubator and accelerator with fifteen years of experience in designing and managing high-impact innovation programs.*



*SocialFare is a certified Italian incubator and social innovation center with over a decade of experience in accelerating and investing in high-impact startups.*

WHO  
WE  
ARE

personae.

**THANKS**



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