



PLUGANDPLAY

ITA x Plug and Play Startup Accelerator

Italian Trade Agency (ITA) Global Startup Program: Meet 9 high-potential Italian startups participating in ITA's flagship program, which supports the international scaling of Italy's most promising tech ventures.

Whether you're looking to discover emerging startups, connect with fellow ecosystem builders, or simply enjoy great conversations over drinks and traditional Bavarian specialties, we would love to have you join us.

We look forward to welcoming you to Munich!

Location: smartvillage Bogenhausen, München ([Google Maps](#))

Date: Wednesday, October 21, 2026 (1:00 PM - 5:00 PM CEST)

Registration: <https://luma.com/68qi0av2>

Agenda:

- 01:00-01:30 PM: Arrival & Networking
- 01:30-01:40 PM: Welcome Words by Plug and Play
- 01:40-01:50 PM: Welcome Words by Italian Trade Agency (ITA)
- 01:50-02:05 PM: Keynote by Bella&Bona
- 02:05-02:45 PM: Startup Pitches
- 02:45-03:10 PM: Coffee Break
- 03:10-03:25 PM: Panel Discussion
- 03:25-03:55 PM: Startup Pitches
- 03:55-04:00 PM: Wrap-Up
- 04:00-05:00 PM: Snack, Drinks & Networking

Startup Profiles

1. DeepElse

- **Location:** Milan, Italy
- **Website:** <https://deepelse.com>

DeepElse helps companies put artificial intelligence into practice. They build custom AI agents that automate internal processes and integrate with existing systems, while also offering ready-to-deploy solutions like voice AI for customer care and AI-powered e-learning platforms.

2. UpliftMe

- **Location:** Italy
- **Website:** <https://upliftme.it>

UpliftMe provides holistic, personalized wellness and fitness programs. Their solutions span physical training, nutrition guidance, and mental well-being practices, with specialized corporate wellness programs designed to boost employee health and resilience.

3. Cyberating

- **Location:** Milan & Bergamo, Italy
- **Website:** <https://cyberating.it>

Cyberating aims to be Europe's leading cyber rating agency. They provide a proprietary platform that allows companies to evaluate supplier security, manage cyber risk controls, and estimate the potential financial impact of a cyber attack, bringing clarity to both internal and third-party cyber exposure.

4. Mebag

- **Location:** Rome, Italy
- **Website:** <https://mebag.shop>

MeBag is an AI-powered universal shopping cart for e-commerce. It unifies the shopping experience by allowing users to save products, track prices, and check out across multiple online stores from a single platform, while utilizing AI to help shoppers find and compare items.

5. PlazaTech

- **Location:** Milan, Italy
- **Website:** <https://plazatech.ai>

PlazaTech streamlines operations for the hospitality industry with an AI-driven management platform. Their software integrates property management systems, guest communication, and internal workflows, helping hotels automate support and coordinate tasks seamlessly across departments.

6. SiriusGame

- **Location:** Verona, Italy
- **Website:** <https://siriusgame.it>

SiriusGame is an EdTech startup that uses gaming to support learning for secondary school students. Their platform features immersive, gamified experiences and inclusive content based on pedagogical theories, helping students build critical thinking skills and explore other subjects.

7. Keplera

- **Location:** Palermo, Italy
- **Website:** <https://keplera.it>

Keplera is a legal tech startup simplifying document management for businesses. They are the creators of LexHero, an all-in-one AI-powered platform designed for the secure creation, archiving, risk-checking, and e-signing of legal documents.

8. Plum AI

- **Location:** Bari, Italy
- **Website:** <https://plumai.it>

Plum AI acts as an AI-powered restaurant consultant. It helps aspiring restaurateurs turn a rough food and beverage concept into a structured, investor-ready plan in minutes, providing everything from branding and design recommendations to full financial projections.

9. Alfred

- **Location:** Salerno, Italy
- **Website:** <https://prof.alfred-srl.eu/>

Alfred creates intelligent virtual assistants and smart AI solutions designed to enhance user support and digital interactions. The platform streamlines study and training workflows, automates routine inquiries, and delivers personalized feedback across enterprise and educational environments.