



Who we are

We are the **leading innovation platform** that supports the creation of new business models and the transformation and education of young people and companies using a digital approach.



H stands for Human

The H in our name stand for Human because people are at the heart of everything we do: it's people who male the difference.
Always.



We believe that new technology should be designed around humans, meeting their needs and satisfying their new requests.

Simplicity, courage, curiosity, enthusiasm, ambition, determination.

These are the values at our core that guide our work and that we look for in our people, in our projects.



2005



1ST PERIOD

The investment phase

For the first ten years, we have been an investor — nurturing young entrepreneurs and helping them develop and launch their innovative ideas.

2014



2ND PERIOD

Business model transformation & consolidation

We developed a 3-pillar business model: Industry, Education, Investment. Over these years we focused both on organic and external growth.

2018



3RD PERIOD

Growth phase and scalability of the model

In this new phase we will exploit our capabilities and synergies to grow each business and scale up our model.

2020



Where we are

OUR OFFICES

CA' TRON
Via Sile, 6

MILANO
Via G. Borsi, 9

TORINO
Via San Quintino, 31

CATANIA
Via Alagona, 39

ROMA
Via Ascanio, 8

BARCELLONA

NEW YORK

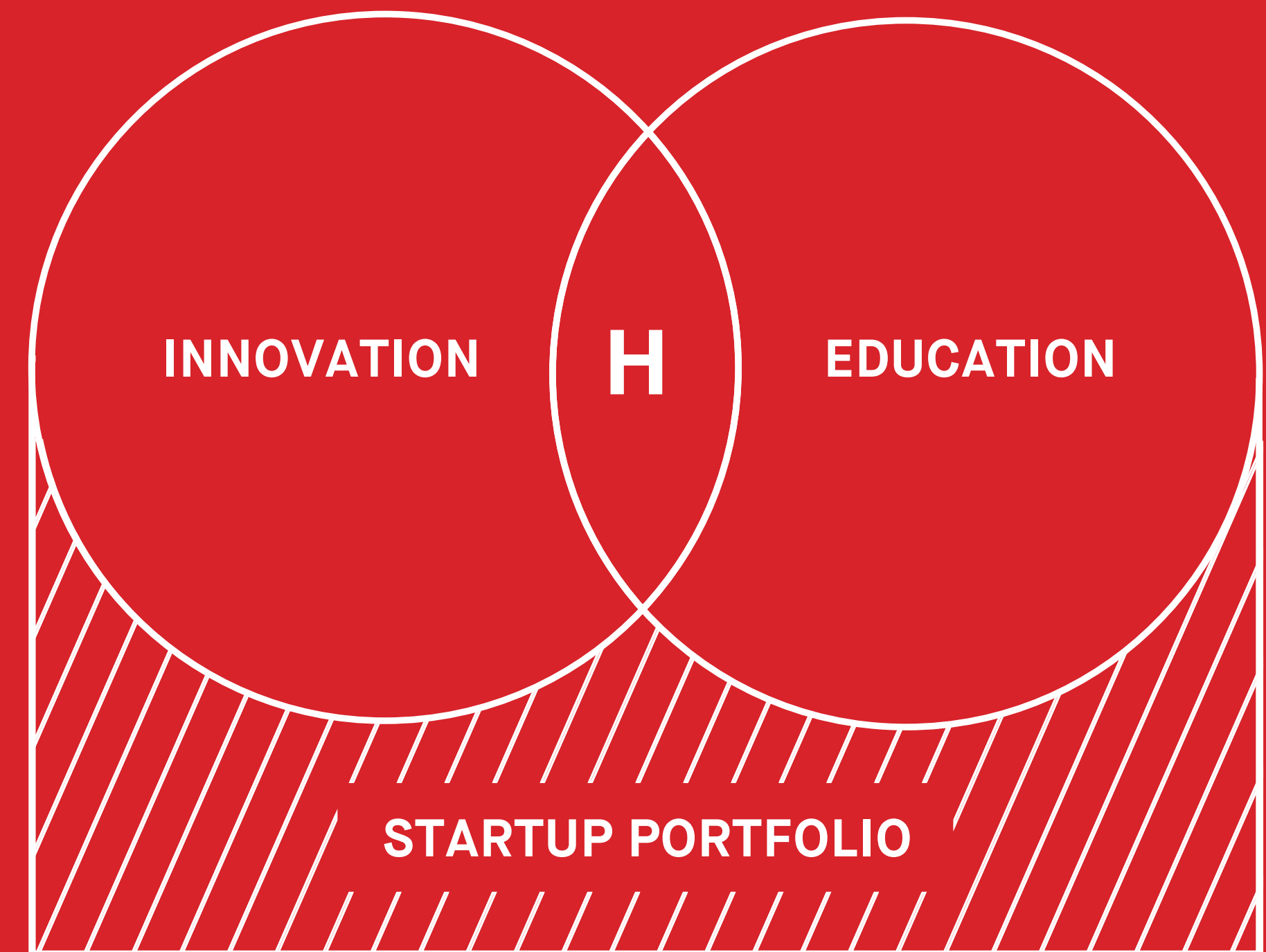
LONDON



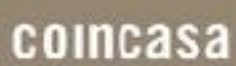
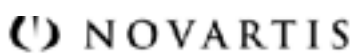
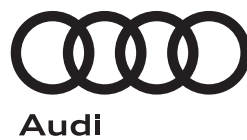
A strong vision supported by a value enhancing business model

Our business model is structured in two main areas that benefit from strong synergies for value creation: Innovation and Education

The startup portfolio represents our heritage and entrepreneurial culture and an additional source of successful stories.



Our Customers *are our friends*



and many more..

H-FARM INNOVATION

Digital transformation is changing consumer behavior and technological trends.

We support companies in the implementation of digital processes, by helping them understand future scenarios and providing them the direction they need to be competitive in a fast-changing market.



The background is a complex marbled paper pattern. It features a central, irregular shape in shades of dark red, brown, and black, surrounded by lighter, swirling patterns of blue, green, and grey. The overall effect is organic and textured, resembling traditional marbling techniques.

DIGITAL MARKETING



CONTENT

• **BECOME RELEVANT**

With a unique formula that combines data and creativity: we feed the contents with all that we discover and learn, optimising them with a conversion approach.



DISTRIBUTION

GET ATTENTION

By planning campaigns based on audience and objectives, we choose which activities, channels and formats are best suited to send personalized messages.



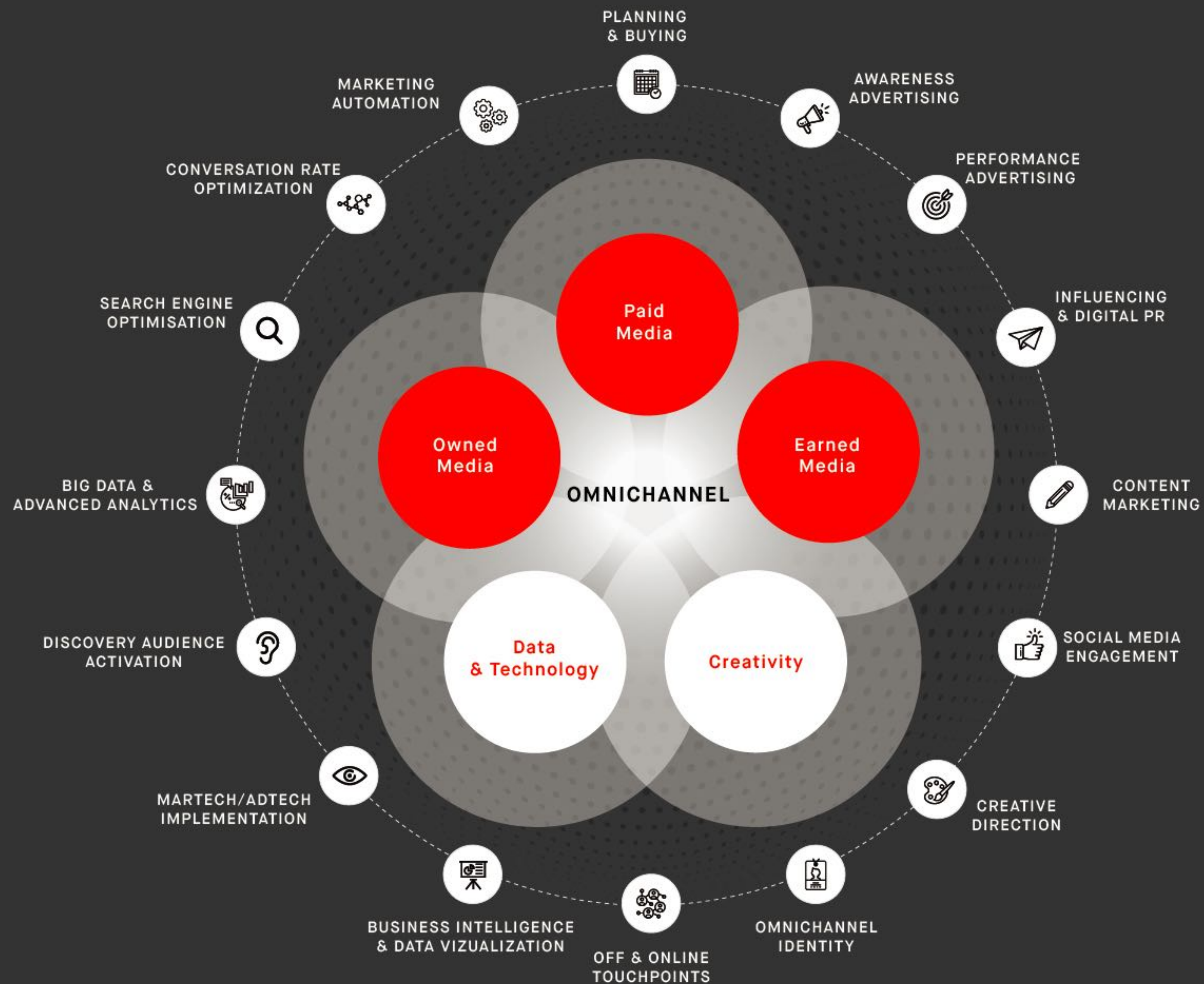
TECHNOLOGY

LEVERAGE DATA

With data driven analysis: we understand, test and we are always ready to change paths, to optimise results based on cutting-edge technologies and tools.



DIGITAL MARKETING



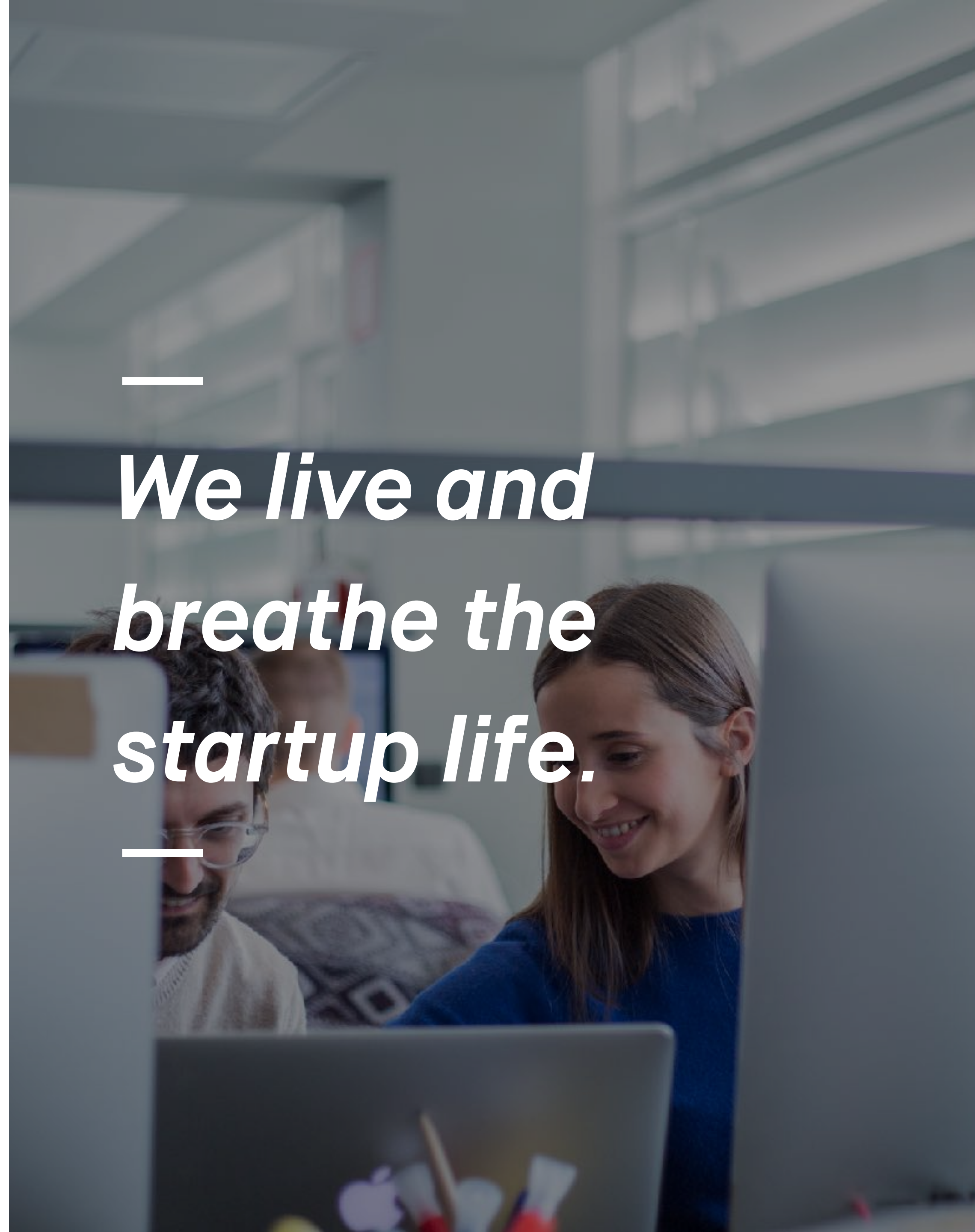
The background is a complex marbled paper pattern. It features a central, irregular shape in shades of dark red, brown, and black, surrounded by lighter, swirling patterns of blue, green, and white. The overall effect is organic and textured, resembling natural stone or biological tissue.

ENABLING SOLUTIONS

OUR DNA

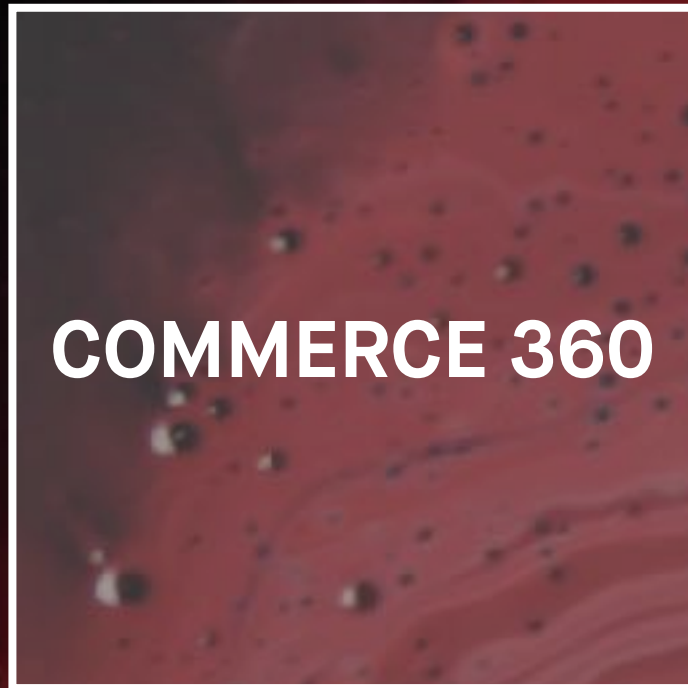
Enabling Solutions is the H-FARM Business Unit committed to drive companies through their **innovation process**.

We **design, develop** and **manage technology** that drives the change.



—
*We live and
breathe the
startup life.*
—

OUR BUSINESS AREAS



Customer Experience
Omnichannel
E-Commerce



Sales Team Empowerment
Processes Optimization
System Integration



IoT
Phigital
Voice Interaction



Data Analytics
Machine Learning & AI
Data Visualization



Big shoes and beautiful mind

