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A big step forward for madai Italia: FIRA invests in madai to develop its presence in the Italian market.

Another milestone achieved by madai Italia which is now expanding its operations in Italy. The company, which got recently funded by FIRA (Finanziaria Regione Abruzzese) is now ready to open a new operative office in Pescara hiring new resources, strengthening its presence in the Italian market.

FIRA is the largest public funding initiative in Italy: it has delivered over Euros 14 MI in developing small and new innovative companies and madai is the third largest investment of FIRA in the country, financing the firm with 750.000 Euros. The funding program called "Start-up - Start Hope", was born with the purpose of helping brand-new companies based in Abruzzo, to develop their business through various investments, appraising the talent in start-up activities. In 2014, madai applied to the funding program facing over 100 applicants and after having passed the selection process it has been able to secure FIRA's investment. The company, with a great enthusiasm and pride, was one of the eighteen firms to benefit from this significant initiative established by Regione Abruzzo.

FIRA'S examination board carried out an accurate technical evaluation of madai, through the analysis of a business plan, the innovative idea behind the company and the project, the competitive advantage and the team.

Stefano Aldrovandi, Co-Founder and CEO of madai USA and madai Italia, has expressed his enthusiasm: "The investment of FIRA will allow the expansion of madai in Italy giving a better service to our existing clients, supporting our partners and generating new satisfied customers. Working with FIRA team and participating in the "Start-up Start-Hope" initiative has been an exciting experience and we have found competence, a great team of professionals and a friendly environment that will help us through our development process in Italy, with the hiring of new resources and the setting up of a new office." In the Board of directors and the board of advisors, madai Italia can count on high standing professionals that will support madai Italia project for the next successful years.

Certainly, a big step and a great challenge for the entire team.