

Press release

AppQuality closes a €3.5 million investment round with P101

Milan, 28th May 2020 - **AppQuality**, the leading Italian Crowd testing platform, owned by [Digital360](#) S.p.A., a company listed on AIM Italia - Mercato Alternativo del Capitale (Alternative Investment Market), organised and managed by Borsa Italiana S.p.A., concluded a 3.5 million euro investment round led by the Venture Capital company P101 SGR, by means of a dedicated capital increase, through its second company P102 and ITA500 (a co-investment fund promoted together with Azimut). Italian Angels for Growth (IAG), Club degli Investitori and Club Italia Investimenti 2, already company shareholders together with Digital360, were participants in the round.

Founded in 2015 at the Cremona Campus of the Politecnico di Milano by Luca Manara (CEO), Edoardo Vannutelli and Filippo Renga (co-founder of the [Digital Innovation Observatories](#)), and developed in [PoliHub](#), the certified incubator of the Politecnico di Milano, the start-up created a platform which helps companies to develop "bug" search/identification systems (i.e. the defects of digital services) and to optimise the User Experience of apps, websites, chatbots, Internet of Things devices, e-commerce, through crowd testing. This technique is able to place end users and bug seekers directly within the design, development and evolution of a digital product.

AppQuality has tripled its turnover from 2017 to date (from 290,000 Euro in 2017 to 1 million Euro in 2019), expanding its market and product portfolio and creating partnerships with qualified professionals. Today it has a worldwide community of 14,000 qualified and certified testers and a clientele of over 100 corporate companies of the calibre of Pirelli, BMW, Bending Spoons, UniCredit, Moncler, Allianz, Enel, Vodafone, Dyson, etc.

Digital360, also founded by a group of professors from the Politecnico di Milano, has supported the start-up from the very beginning, accompanying it along its growth path and its go-to-market strategies: "*We have always known the founders of AppQuality, even before they started their business project, as we attended the Observatories and the PoliHub together - says **Andrea Rangone**, President of Digital360 -. AppQuality is a beautiful example of how university research and entrepreneurship can be effectively integrated*".

DIGITAL360, a company listed on the Borsa Italiana AIM Market, aims to partner with businesses and public authorities assisting them in the understanding and implementation of digital transformation solutions, relying on the best technology providers on the market. DIGITAL360 pursues this objective through two business units: one, called "Demand Generation", supports technological companies (vendors, software houses, system integrators, start-up companies, etc.) in their communication, storytelling, event management and business opportunity generation activities; the other, called "Advisory & Coaching" is aimed at all companies and all public administrations who wish to embark on any digital transformation path. Transversal to both Business Units, NetworkDIGITAL360 is the largest network of online publications focused on all aspects and current themes related to Digital Innovation. DIGITAL360 integrates a multidisciplinary and multicultural mix of professionalism and expertise, thanks to analysts, journalists, consultants and experts active in the digital world who all share a great passion and a common mission: digital innovation as an engine of growth and modernisation of our country. For more information: www.digital360.it



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