



**Do you want to write something
about us? Fantastic! Here you can find
some helpful ideas.**

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who we are & value proposition

hlpy is an innovative B2B2C digital scale-up founded in May 2020. Let's start by telling you who we are not: we are not a startup born in a garage from the idea of a group of enterprising, digitally native young people, and we did not conceive, think of, or develop it as an experiment aimed at exploring the effects of launching a startup.

We are a company born from the awareness and deep understanding of the limits, inefficiencies, and opportunities in the vehicle assistance market, led by a group of managers with twenty+ years of experience in the fields of assistance, insurance, automotive, and replacement mobility.

We have the ambition to be the challenger to traditional assistance companies, fully aware of what truly constitutes a challenger that has brought revolution in their respective markets. Just as Uber revolutionized the private mobility market and Airbnb transformed the hotel industry, hlpy leverages and adopts digital tools to bring disruption to a consolidated market that is not particularly inclined towards innovation, with a special focus on business partners such as leasing and rental companies, sharing companies, car manufacturers, the entire aftermarket chain, insurance companies, and online insurance policy distributors.

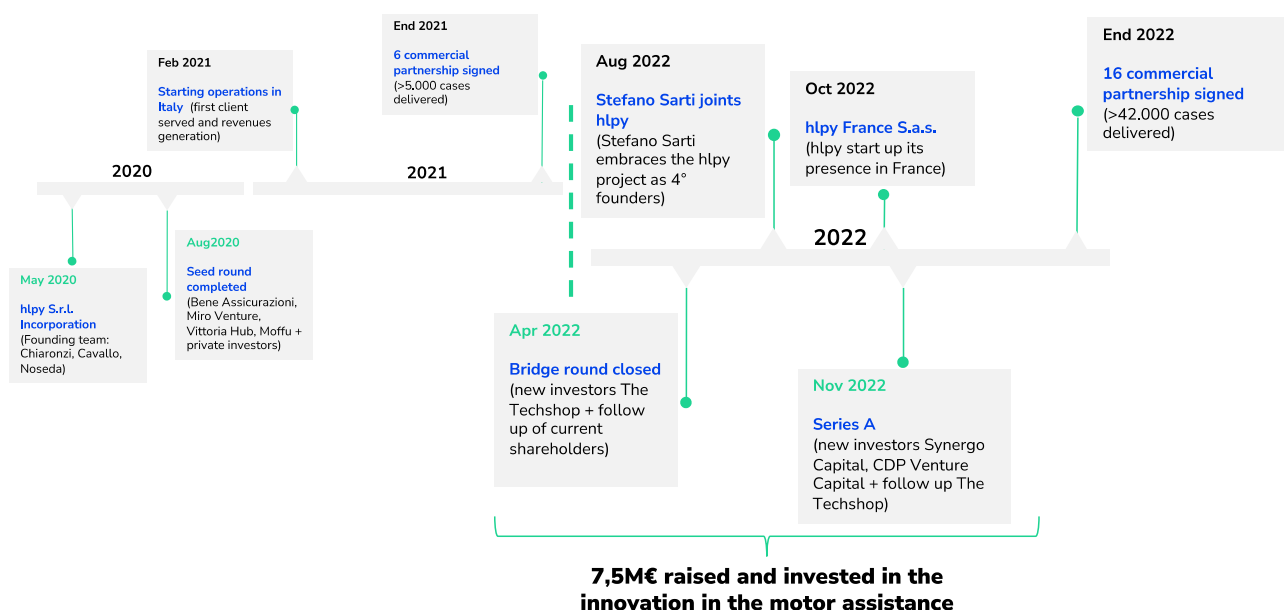
The value proposition is to meet the diverse and heterogeneous needs of all stakeholders involved in the vehicle assistance process: business partners, end customers, and rescue networks. Through the digitalization of vehicle

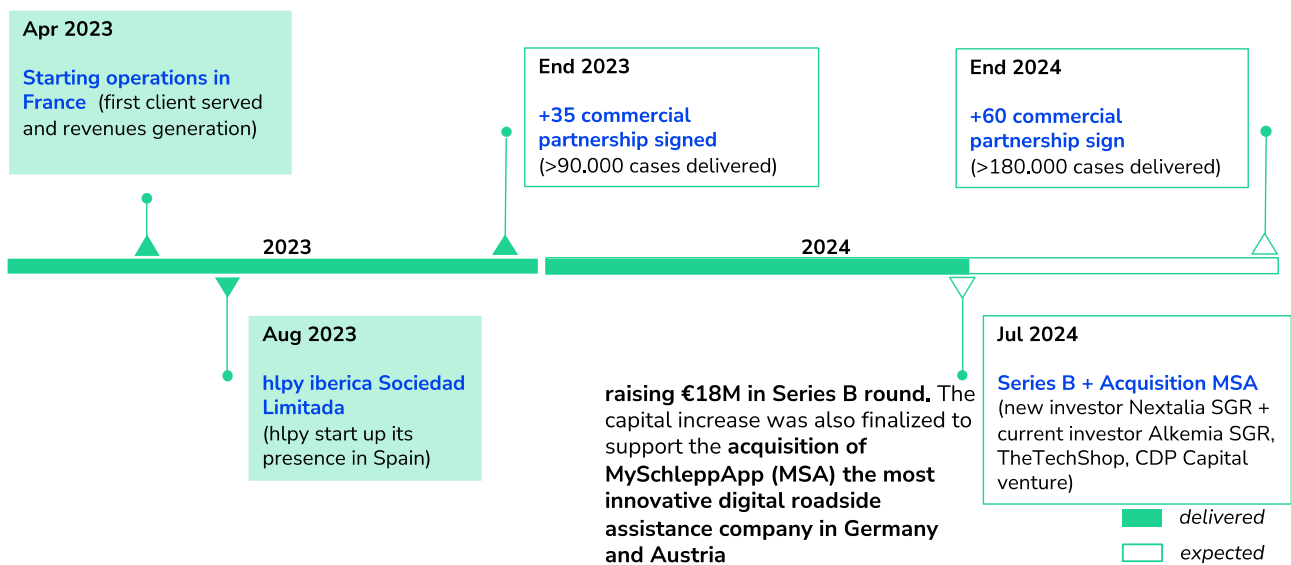
assistance services, we help OEMs, insurers, leasing and rental companies, and generally mobility operators to provide their customers with the best automotive assistance experience the market has ever seen at a significantly lower cost. We summarize our *value proposition* in these four pillars:

- **unique customer experience**
- **overall costs reduction**
- **real-time data provisioning**
- **vehicle down-time reduction**

milestones & timeline

Below you can find our growth path from our birth in May 2020 to today:





Here are the main ones:

- **May 2020:** incorporation of the company and start of activities to create the digital platform and establish the network of rescuers in Italy.
- **August 2020:** closing of the seed round - entry of investors such as Bene Assicurazioni, and angel investors.
- **February 2021:** start of the first commercial agreement in Italy.
- **August 2022:** closing of bridge round - entry of institutional investors such as The Techshop.
- **August 2022:** Stefano Sarti joins the founding team with the aim of developing foreign markets.
- **October 2022:** opening of the **hlpy France S.a.S.** office.
- **November 2022:** **€7.5M raised in Series A** round with the entry of institutional investors Alkemia SGR, The TechShop, CDP Venture Capital.
- **April 2023:** start of the first commercial deal in France.
- **August 2023:** opening of **hlpy Iberica Sociedad Limitada**.
- **February 2024:** start of the first commercial agreement in Spain.

- **July 2024:** raising **€18M in Series B** round with the entry of new institutional investors Nextalia SGR and follow-on of existing Alkemia SGR, The TechShop, CDP Venture Capital. The capital increase was also finalized to support the **acquisition of MySchleppApp (MSA) the most innovative digital roadside assistance company in Germany and Austria.**

innovation and technology

hlpy massively adopts the main technological solutions in order to provide an efficient service for all actors involved in the roadside assistance process. Through machine learning (ML), artificial intelligence (AI) and natural language processing (NLP) technologies hlpy provides the end customer with different access channels to make the customer experience simple and memorable.

For the benefit of our breakdown service network, the hlpy platform is able to present the breakdown service operator with only those breakdown services that are really close to him, based on sophisticated algorithms.

team

Founder and CEO of hlpy is Valerio Chiaronzi with 15 years of specific experience in the assistance sector and over 20 years in insurance, consulting and tech. Co-founder and Managing Director Italy is Graziano Cavallo with over 11 years of specific experience in the roadside assistance sector and over 15 years in insurance, consulting and hospitality. Enrico Nosedà is co-founder of hlpy and has extensive international experience in digital, tech and start-ups such as Skype, Microsoft, France Telecom. As of August 2022, Stefano Sarti joined the founding team as Managing Director International and has 20 years of experience in the automotive industry from Stellantis to Europ Assistance to ARC Group.