

FOODTECH - DELIVERISTO CLOSES €4.5 MILLION SERIES A FUNDING ROUND BY UNITED VENTURES TO DIGITALLY CONNECT SUPPLIERS AND RESTAURATEURS

Deliveristo is an Italian based company for B2B food delivery. The investment round aims to support the company's development and geographic expansion.

Milan, December 22, 2020 - [Deliveristo](#), the foodtech marketplace which connects restaurant owners and suppliers, **has closed a €4.5 million Series A investment round led by [United Ventures](#)**, an Italian venture capital fund specializing in digital technologies. The equity investment completes the deal that the company began in July 2020 with a pool of other investors, including IAG, Gellify, Doorway, Seven - Angelomario Moratti, Metrica - Michele Novelli.

Founded in 2017 in Milan, Deliveristo has developed **an online B2B delivery platform** to simplify the Ho.Re.Ca. (Hôtellerie - Restaurant - Café) industry, allowing digital ordering and purchasing directly from producers and distributors. The investment round aims to support the proprietary platform's technological development and to expand the organizational structure, both nationally and in Europe.

Deliveristo adopts a drop-shipping approach that doesn't entail warehouse dynamics and costs, allowing a flexible and cost-effective logistics management and the possibility for restaurateurs to find all types of products with a potentially infinite catalog and a single point of billing. The cloud-based platform counts today more than **300 suppliers and 15.000 registered products**. Thanks to the variety of products available, Deliveristo can reach both modern and traditional restaurants and it works also with stores and *dark kitchens*, which are particularly prone to the digitization of food services.

The **foodtech** sector continues to be one of the most active in terms of venture capital investments, both on a European and global level. The global target market (**online food delivery**) is booming, [with a growth rate of 11.5% \(CAGR 2020-2023\) and an estimated value by 2023 of \\$154.3 billion](#).

The founders of Deliveristo share a strong academic and technical background, an international professional path, and a strong passion for food & beverage. They are **Ivan Aimo** (CEO), former senior associate of Innogest, MSc in Electronic Engineering between Turin, Grenoble, Lausanne, Berkeley, MBA at the Collège des Ingénieurs in Paris; **Luca Calia** (COO), a degree in Law in Milan and experience at the European Parliament, MiSE and Innogest; **Gabriele Angeleri** (Head of Sales), a degree in Law, two masters in food & beverage, experience at the European Parliament and as a bartender in the luxury hôtellerie.

Ivan Aimo, CEO of Deliveristo, commented: *"We are extremely pleased with the achievement of this Series A round of investment.. The food industry is experiencing a moment of great change and we want to contribute more and more to its innovation, providing restaurateurs and suppliers with the technology they need to simplify their business. Food represents one of our country's market pillars, we cannot afford to be left behind. The entry of United Ventures represents an important moment of growth for Deliveristo, we have been aligned on the vision from day one and we are sure that it can be the necessary added value to achieve the ambitious goals that the company has set"*.

Paolo Gesess, Managing Partner of United Ventures, commented: *"While the B2C food delivery market is populated by large players with a well-established positioning, the B2B segment is still completely to be digitized. Thanks to an ambitious and technically experienced team, and a lean and extremely scalable SaaS-driven and drop-shipping business model, we believe Deliveristo has great potential to stand out in the competitive landscape and become the reference platform for producers and restaurateurs looking to*

digitize their businesses. The food industry has been hit very hard by the pandemic, but in recent months has shown great resilience, creativity, and drive for technological innovation - which, we are convinced, will play a key role in the relaunch of the sector and the social and economic recovery of the country".

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[United Ventures SGR SpA](#) is an independent Italian venture capital firm specializing in innovative companies in digital technologies. Founded in 2013 by Massimiliano Magrini and Paolo Gesess, United Ventures manages over 190 million euros raised by Italian and international institutional investors and has invested to date in over 20 technology companies. The current portfolio includes, among others: BOOM, InSilicoTrials, Fiscozen, xFarm, MishiPay, Equalum, Exein, Credimi, brumbrum, Moneyfarm, Cloud4Wi, MusiXmatch, MainStreaming, and FACEIT.

UV2's investment in Deliveristo is also supported by the European Investment Fund through InnovFin Equity, with financial support from the European Union in the context of the Horizon 2020 financial instruments and the European Fund for Strategic Investments ("EFSI") established as part of the investment plan for Europe. The aim of EFSI is to support the financing and implementation of productive investments in the European Union and to ensure greater access to finance.



[Deliveristo](#) is the food delivery platform dedicated to B2B that offers an innovative service: it digitizes the current supply of restaurateurs and chefs thanks to a platform that puts them in direct contact with suppliers in an easy, fast and efficient way.