



Aruba Cloud and Techitalia partner to accelerate growth of Italian businesses in London

New collaboration will support the development of London-based Italian start-ups

London, 17 December 2018 – Aruba Cloud (www.arubacloud.com), brand of Aruba S.p.A., a leader in data centre, cloud and web hosting services, has announced a new partnership with [TechItalia:LAB](#), a London-based accelerator that helps Italian-speaking start-ups to grow in English speaking markets. The partnership will give participating start-ups access to the technology support they need to develop their business projects and facilitate the implementation of suitable IT infrastructure.

With approximately 2,000 tech professionals and 90 mentors, TechItalia:LAB is an equity-free accelerator that takes a mentor-led approach to helping London-based Italian start-ups to get their project off the ground and accelerate growth. It provides access to investment, a co-working space and networking opportunities in London's start-up scene. It also provides six weeks of training and over 100 hours of training and 1-to-1s for participating start-ups.

Aruba will support start-ups with the technology they need to help them grow and expand their businesses within the UK's capital and further afield. With this support, businesses will be able to design the IT infrastructure in a dynamic environment, capable of adapting to your business as it develops. Each business will get a three-year support program as they build their business plans.

Aruba is already working with a range of Techitalia start-ups, including Natwork (networking and events platform) and Coderblock (AI recruitment marketplace), who both won €50,000 in cloud credit as part of the quarterly Demo Day event.

“Our partnership with Aruba will provide start-ups with a more comprehensive package of ongoing support and access to some of the key technology services and solutions needed in order to help them grow – such as cloud, hosting, technical expertise and other services,” said Pier Paolo Mucelli, founder of Techitalia. “Combined, both organisations will provide Italian start-ups in London with a wide range of support and expertise that will make it easier for them to achieve success”.



According to Massimo Bandinelli, Cloud and Data Center Marketing Manager at Aruba S.p.A., “we’re really excited to be partnering with Techitalia to support the Italian start-up community in London. The start-up landscape is more competitive than ever and we believe our expertise and support will be useful for new businesses with real potential, helping them to compete alongside big players”.

As a result of the partnership, Techitalia start-ups will be entitled to:

- [START package](#)
 - €3,000 worth of vouchers, valid for 12 months
 - The same credit every year for three years
 - €9,000 of free Cloud credit
 - Tutorials, support and special offers at the end of the program
- [UP package](#) (for winners of Demo Day event)
 - €25,000 for two years (€50,000) in cloud credit
 - 1:1 session with one of our Cloud Architects
 - Tutorials, support and special offers at the end of the program

About Techitalia

Techitalia is the community that get closer Italians working in tech in London. Founded two years ago, it now has about 2000 members and meets once a month. The meetings are opened to professionals, entrepreneurs, start-ups, SMEs in tech/media/digital businesses, based in London, and/or professionals working with Italy in similar sectors. Every month, 3/4 chosen members are presenting their businesses to the audience. To date, more than 70 companies have been presented at Techitalia, including some excellent names such as MoneyFarm, Soldo, Your.Md and BlastingNews. More information on Techitalia at www.techitalialab.com

Aruba Cloud

Aruba Cloud (www.arubacloud.com), part of the Aruba Group, is a leading Cloud service provider. The service offers a comprehensive range of Cloud solutions for customers around the world. Thanks to a network of 8 data centers in various countries (UK, Germany, France, Italy, Poland and the Czech Republic), Aruba Cloud offers a range of services and solutions created to respond to the needs of customers however small or large they are, including SOHOs, startups, SMEs and large businesses. Aruba Cloud's solutions are based on three kinds of Cloud services: VPS SSD, Public Cloud and Private Cloud, plus a selection of Cloud Storage and Backup solutions.

aruba.it



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