



*UP-SKILLING,  
SHARE YOUR CREDENTIALS &  
EARN MONEY!*

Mediterraneo Lab 4.0 SRL Owner

# Problem: Mismatching data and credentials in Labour Market

1. "Enterprises complain digital talent shortage and resumes not truthful."

1,2 M

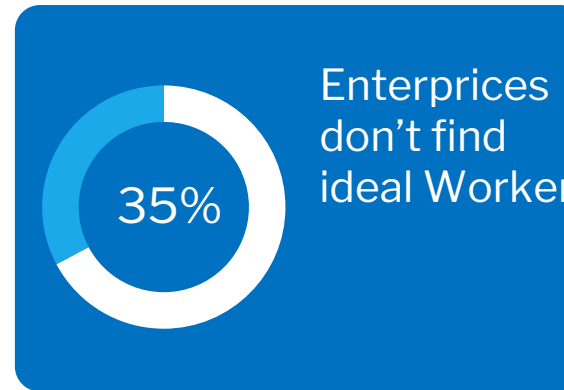
Open ICT Jobs in Europe

7 M

NEET in EU (55 % women)

+37%

Job offers in ICT skills



LinkedIn Learning

## The Skills Companies Need Most in 2020

**Top 5 Soft Skills**

- 1 Creativity
- 2 Persuasion
- 3 Collaboration
- 4 Adaptability
- 5 Emotional intelligence

**Top 10 Hard Skills**

- 1 Blockchain
- 2 Cloud computing
- 3 Analytical reasoning
- 4 Artificial intelligence
- 5 UX design
- 6 Business analysis
- 7 Affiliate marketing
- 8 Sales
- 9 Scientific computing
- 10 Video production

2. "Workers require smart working and better work-life balance."

49%

Request of better work-life balance

50%

Request of job results based (not hours)

33%

Request of more Transparency and Meritocracy

International Labour Organization

**Skills gaps**

When workers lack the skills necessary to do their jobs effectively

**Skills obsolescence**

When workers lose their skills over time due to lack of use or when skills become irrelevant due to changes in the world of work

**Skills shortages**

When employers cannot find enough professionals with the right qualifications and skills

**Over/under skilling**

When workers have skills above or below those required for the job

## The Great Resignation

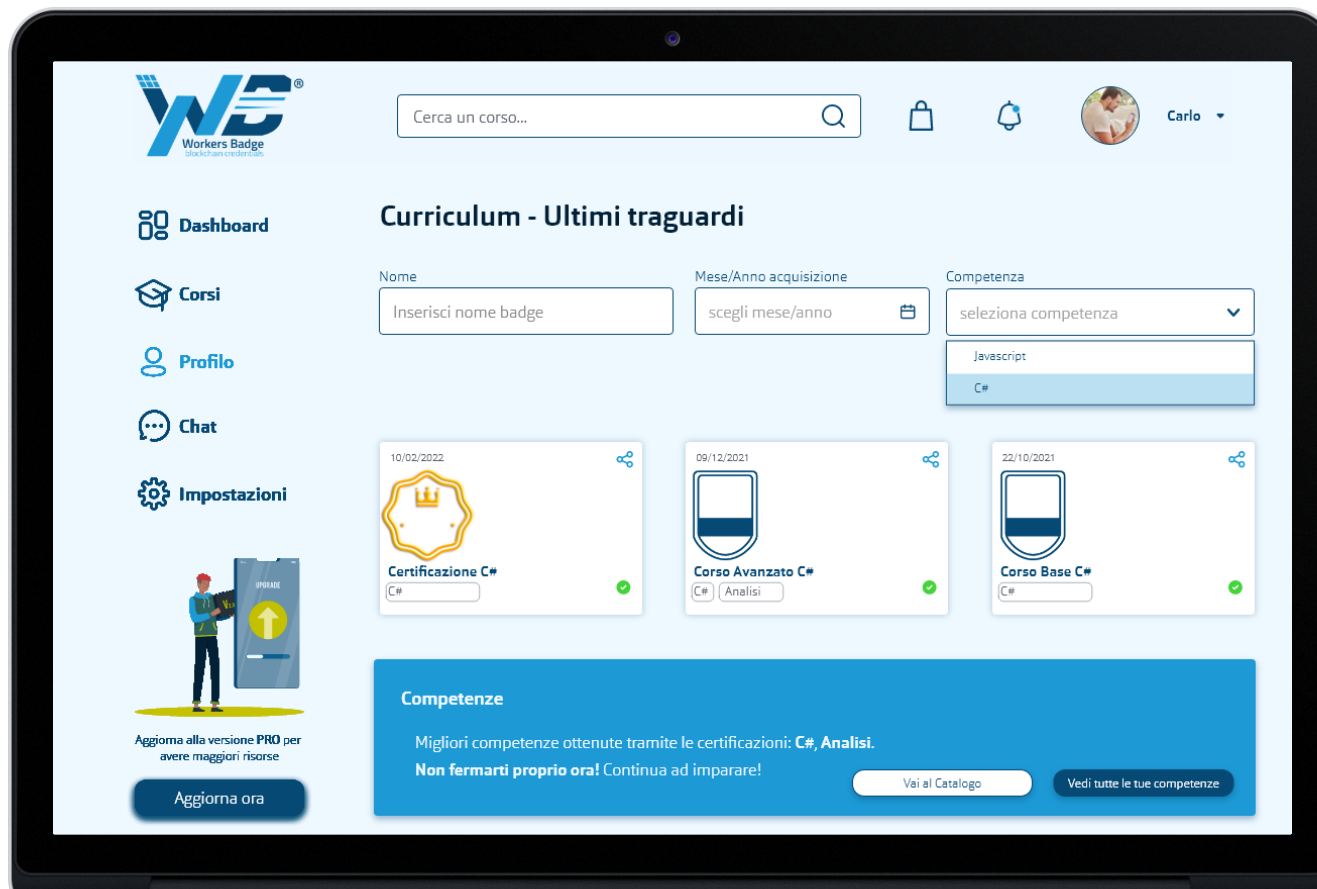
Spring, Summer & Fall 2021

"11.5 million workers quit their jobs during the spring of 2021"

The Great Resignation caught the business world by surprise. It's always held that people needed work and so would be grateful for any job they could get. While this shift in work life culture might have some scratching their heads as to why people are leaving these once coveted jobs...

Sources: LinkedIn, Swg, ANItec

# Web 3 Solution

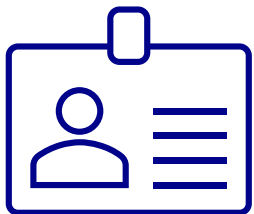


WORKERS BADGE/Blockchain Credentials -U.I.B.M. patented- allows all Workers to receive NFTs on Algorand wallet about course attendance, skills evaluation, project roles, performance and welfare company benefits. These Verifiable Credentials will be visible on Job Digital Booklet with identity verified and certified by Trust provider INFOCERT/AMLET, according SSI DIZME schema.

# Users & StakeHolders

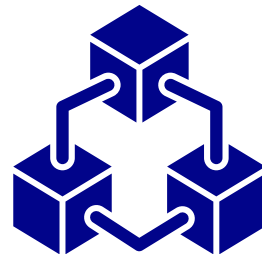
## Issuers

- EdTech
- Enterprises
- Universities
- Public Administrations



## Holders

- Employees
- Professionals
- Job Seekers
- Students



## Verifiers

- HR manager
- Job agency
- Recruitment Platform
- Public Institutions



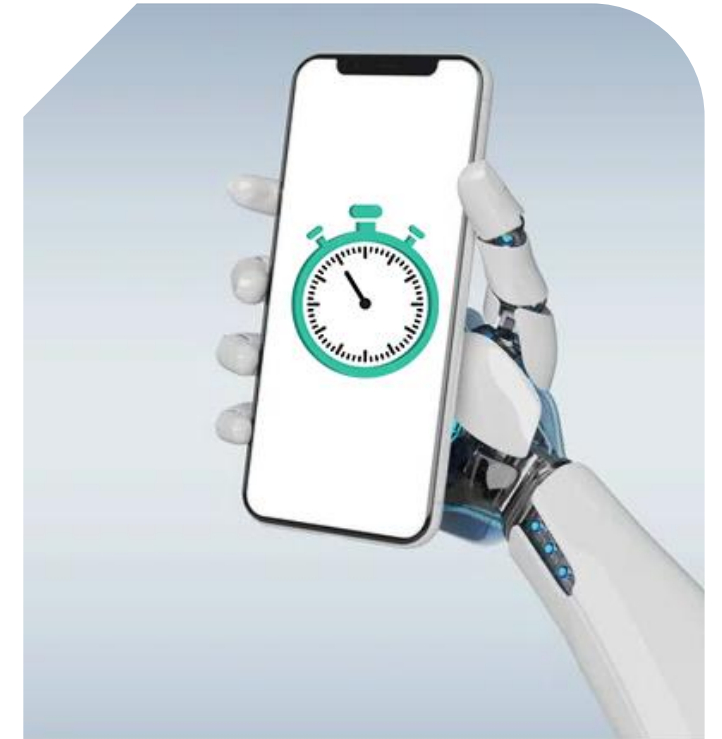
**Algorand**

# Why now?

Digital Transformation first and after Covid Pandemy have accelerated switch towards *digital & sustainable 5.0 Society*.

So we need a solution for re-designing:

1. **PEOPLE STRATEGY in Industries**  
(human centered HR MANAGEMENT!)
2. **WORK-LIFE BALANCE Policies**  
(ENJOY and FAMILY not only work!)
3. **WELLBEING & MERITOCRACY for CARRIERS**  
(support of TECH and KPIs!)



# Competitors and our Position




1 PATENT – 2 Owner Software powered BLOCKCHAIN S.A.I. –  
High Social Impact - International Partners - +10 y. Skills in  
Job & Training Field- Compliance a EIDAS 2.0



Loredana Guglielmetti Firmato da: uibm-  
brevetti  
Roma, 21 aprile 2022

mise\_AOO\_PIT.REGISTRO UFFICIALE U.0133430.21-04-2022

*Ministero dello Sviluppo Economico*  
Direzione generale per la tutela della proprietà industriale  
Ufficio Italiano Brevetti e Marchi

**ATTESTATO DI BREVETTO PER INVENZIONE INDUSTRIALE**

Il presente brevetto viene concesso per l'invenzione oggetto della domanda:

**N. 10202000007453**

TITOLARE/I: 

- SANSONE LUCA 50.0%
- MEDITERRANEO LAB 4.0 S.R.L. 50.0%

DOMICILIO: STUDIO CONSULENZA BREVETTI CIONCOLONI S.r.l.  
Via Pietro Ferrigni 28  
00159 Roma

INVENTORE/I: 

- Zito Giampiero
- Sansone Luca

TITOLO: Metodi e tecnologie integrate per tracciare e certificare le competenze e lo smart working dei lavoratori e moltiplicare i servizi di welfare con una logica di sharing economy.

CLASSIFICA: G06Q

DATA DEPOSITO: 08/04/2020

Roma, 21/04/2022

Il Dirigente della Divisione VII  
*Loredana Guglielmetti*

# Business Model

## Clients Relationship

Community based  
(2 smart contracts)

## Key activities

R&S, user experience  
design, marketing, selling

## Value Proposition

Blockchain CV, Sharing  
data monetization, NFTs  
and rewards, Ethic A.I.

## Key resources

Patent, registered  
trademark, talent and  
technology (AI  
&Blockchain)

## Partner & Stakeholder

ALGORAND, DIZME,  
INFOCERT, AMLET

## Channels

Social community (FB,  
LINKEDIN, DISCORDS) e  
WEB 3 App





# Market

T.A.M.

S.O.M.

€42 BILLION

€150 BILLION

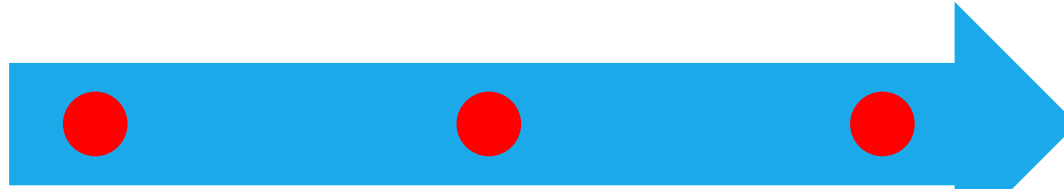
H.R Management

ED-TECH

3000  
Users

50.000  
Users

100.000  
Users



1^ Year

2^ Year

3^ Year



# Revenue Stream 2023-24-25

## Business To Customer (B2B2C)

Marketplace services -> **€ 129K**

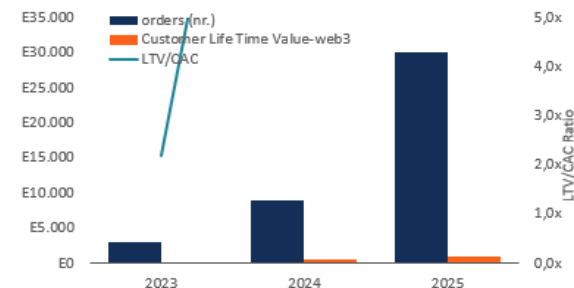
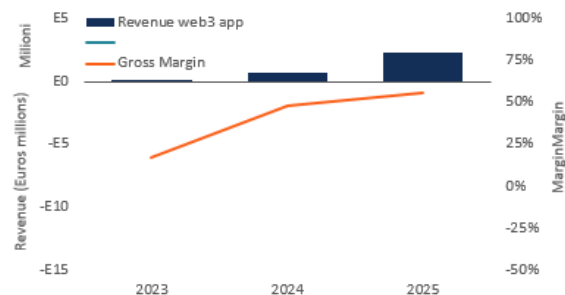
- A. Training Content (b2c)
- B. Licenze BaaS in PRE-SALE  
(Ed Tech, Business center)

## Revenue Stream 2023

- Nr. 6 Course \* € 35 (m. price) \* 500 users = € 105 k
- Nr. 8 BaaS \* € 3000 = € 24 K

WORKERS BADGE - WEB3	2023	2024	2025
Revenue web3 app	129.000,00	750.000,00	2.275.000,00
revenue core services	120.000,00	120.000,00	120.000,00
<b>Net Revenue</b>	249.000,00	870.000,00	2.395.000,00
COGS	(206.500,00)	(451.000,00)	(1.057.000,00)
<b>Gross Profit</b>	42.500,00	419.000,00	1.338.000,00
<b>Gross Margin</b>	0,17	0,48	0,56

<b>Nr of Customers web3</b>	508,00	1542,00	5.070,00
<b>Revenue per Customer</b>	253,94	486,38	448,72
<b>Marketing Spend</b>	25.000,00	60.000,00	100.000,00
	-	-	-
	-	-	-
<b>% Churn Rate</b>	0,40	0,35	0,25
<b>Customer Acquisition Cost -web:</b>	49,21	38,91	19,72
<b>Customer Life Time Value-web3</b>	108,36	669,27	1.002,73
<b>LTV/CAC</b>	2,20	17,20	50,84
<b>Average order value</b>	42,89	82,95	75,66
<b>orders (nr.)</b>	3.008,00	9.042,00	30.070,00
<b>Customer Lifetime Period</b>	2,50	2,86	4,00
<b>Purchase Frequency</b>	5,92	5,86	5,93



# Investment & Funding Request

## Investment

€ 221 K

### Our funds

- € 158 K App Development  
(\*54 k INVITALIA SpA)
- € 32 K Marketing
- € 24 K I.P. Protection
- € 7K Quality Process

## Funding Request

€ 685 k

### Investors

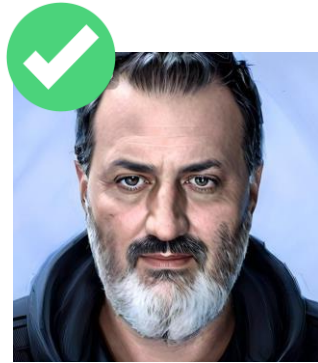
- € 320 K R&D  
(AI Coach, Metaverse, Gamification, Welfare token)
- € 140 K Marketing
- € 180K Team Reinforcement
- € 45 k IP protection

# Team & Advisors



**Giampiero  
Zito**  
Founder & CEO

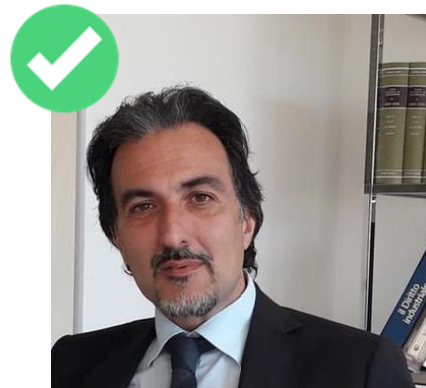
More than 10 years of experience as  
Business Strategic Planning and  
Innovation Manager (MISE) for SME and  
Start up.  
C.O.O. for 3 years at LUTINX Inc.  
Blockchain services and training.  
ITA Representatives for FASTER CAPITAL  
(DUBAI) and GCPIT Foundation (INDIA)



**MASSIMILIANO CONSIGLIO**  
Web & E-Commerce Specialist



**SERGIO CASERTA**  
Blockchain Ambassador



**GIUSTINO SISTO**  
Legal Tech& Privacy



**ANDREA  
VALENTE CIONCOLONI**  
I.P. Advisor



**Carmine  
Ferrentino**  
Shareholder  
& HR Officer

More than 20 years of experience in VET  
and human resource up-skilling and re-  
skilling as C.S.P.S. Director.  
P.M. of KIBS LAB, Competence Center on  
CRM and advanced services

# Istitutional and Tech Partners



TINEXTA GROUP



a m l e t



# Early Adopter

## PROOF OF ATTENDANCE

THIS CERTIFICATE IS AWARDED TO

**LAURA ROMA**

**BLOCKCHAIN FOR PROFESSIONAL AND BUSINESS SERVICES (BPBS)**

ORGANIZED BY

**UNIVERSITÀ PARTHENOPE, MEDITERRANEO LAB 4.0 SRL, INFOCERT SPA, FIDDOC**



**PROF. ROCCO AGRIFOGLIO**

Course  
Director



SCAN FOR BLOCKCHAIN CREDENTIAL

# Awards

ITALY-USA FOUNDATION 2023



“AMERICA INNOVAZIONE AWARD”



“TOP 100 Startups for ESG CRITERIA”

CARIPLO FACTORY

“INNOVATION&EXCELLENCE- DIGITAL TRANSFORMATION AWARD”

CORPORATE LIVE WIRE (UK) 2023-2022



# Think Digital, Act Sustainable!

Giampiero Zito, CEO of Start Up:

*“Disruptive Technologies must solve problems and needs of Persons and Workers: Work-Life Balance will be Player of 5.0 Society!”*



Websites:

<https://www.mediterraneolab.it>  
<https://www.workersbadge.com>

Web Application:

<https://app.workersbadge.com>



ISO 9001  
Certificate

