

# FUTURA

*Law firm*

**Strategic and legal consulting firm for innovation**

## ***Legal by Design: Innovation and Impact***

***Futura Law Firm S.t.a.r.l. Benefit Company***, established in 2021, is a **strategic and legal consulting firm for innovation**. The multidisciplinary team, composed of Italian and international consultants and lawyers, focuses on innovation and internationalization. Futura integrates extra-legal expertise to offer innovative and sustainable legal services, adapting to today's business challenges.

With three main areas - **Advisory**, **Technology**, and **Impact** - Futura covers the evolution of traditional law, the legal implications of new technologies, and the ESG impact of businesses. Futura's interdisciplinary and international approach makes it particularly well suited to assist startups and SMEs in Europe, Asia, and the U.S., with specific expertise in blockchain, smart contracts, artificial intelligence, legaltech, and decentralized finance.

Futura offers high-quality services by combining agile methodologies and digital tools, while maintaining solid expertise in commercial contracting and M&A deals.

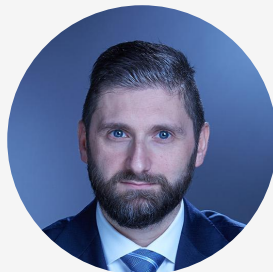


# FUTURA

*Law firm*  
**team**



**EMANUELA DE SABATO**  
*Presidente, Fondatore e Responsabile Benefit*



**RAFFAELE BATTAGLINI**  
*CEO e Fondatore*



**AMEDEO PERNA**  
*Chief Innovation Officer e Fondatore*



**MARCO CASSINERA**  
*Chief Philosophy Officer*



**SANTIAGO MARTIN  
CARAVACA**  
*Tech Lawyer*



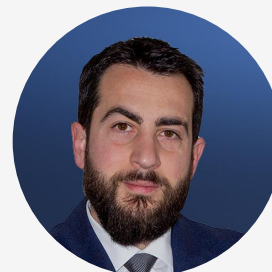
**LARISSA STEVEN  
TRIZOTTO**  
*Impact Lawyer*



**LUIGI CANTISANI**  
*Tech Lawyer*



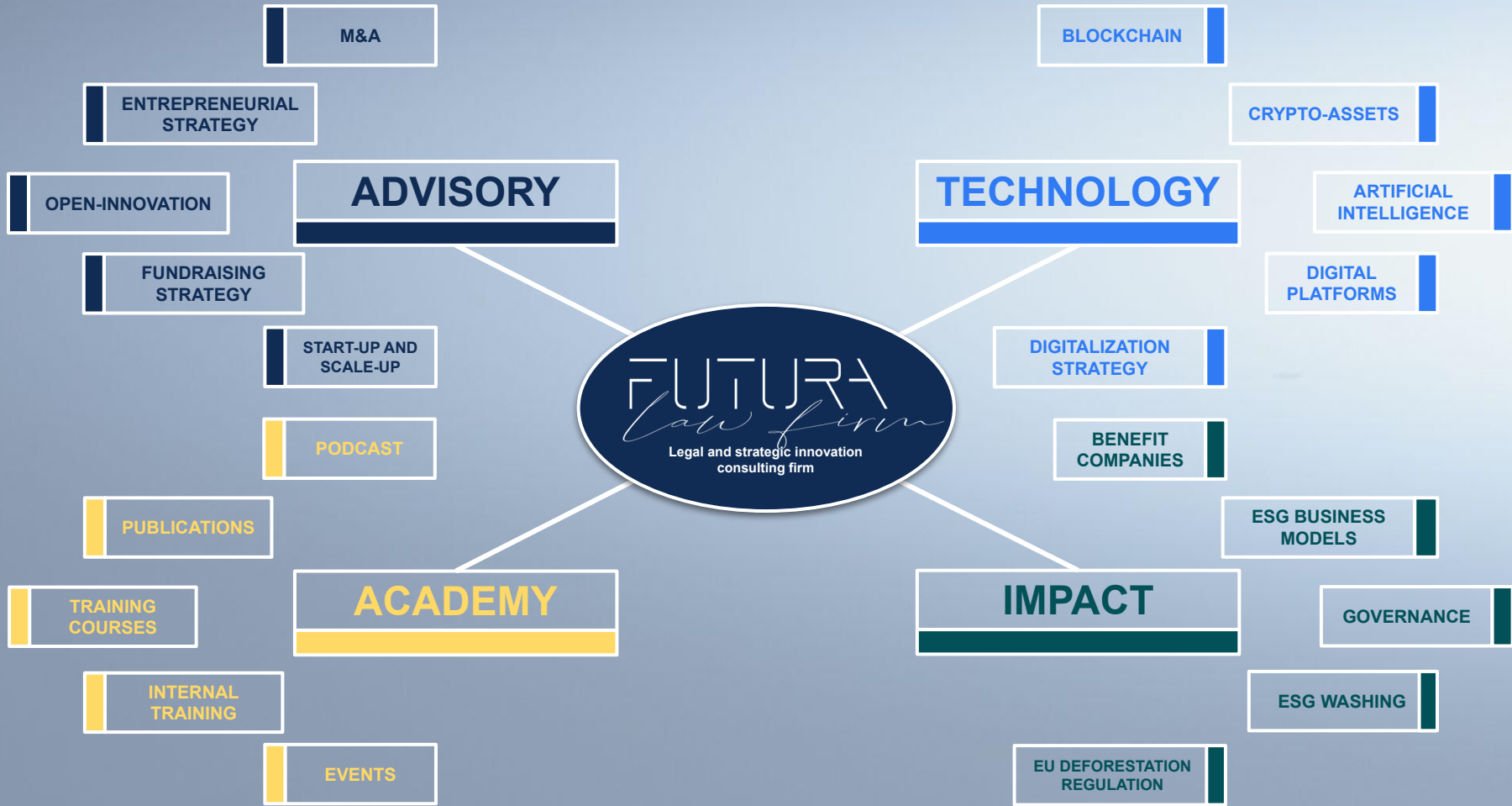
**CLAUDIA BORGHINI**  
*Advisory Lawyer*



**IVAN TIZZANINI**  
*Tech Lawyer*



**SELEN EKINCI**  
*Advisory Lawyer*



Strategies and law evolve with business needs: *Futura Advisory* means applying traditional strategies and law to the current dynamics of innovative and technological companies based on trends in *start-up*, *scale-up*, and *venture capital* phenomena. New business models, new statutory clauses, corporate engineering, and M&A transactions require strategic vision and legal creativity that go beyond the established frontiers of business, corporate law, and commercial contracts.

## M&A

Legal support for all aspects of Mergers and Acquisitions (M&A) transactions.

With our experience and understanding of corporate law, we guide clients through complex transactions and ensure that strategic goals are achieved.

Our M&A services include:

- Due diligence;
- Designing the structure of the operation;
- Managing partner and buyer relationships;
- Drafting of contracts (bylaws, shareholders' agreements, sale of shares);
- Post-operation compliance support.

We work closely with our clients to develop tailored strategies that align with their business goals.

## ENTREPRENEURIAL STRATEGY

We offer expert guidance in turning a vision into entrepreneurial reality. Combining legal expertise and business knowledge, we help entrepreneurs navigate the complexities of the modern marketplace and make informed decisions for long-term success.

Our experience ranges from emerging startups to established companies: our tailored approach aims to help achieve entrepreneurial goals while ensuring legal compliance and interest protection.

## OPEN INNOVATION

Designed to help companies harness the potential of collaborative innovation, we facilitate connection and collaboration among different types of organizations (startups, research centers, and companies) in the innovation sector as the best ideas often arise from the interaction between different perspectives and expertise.

Therefore, we deal with:

- Identify and manage strategic partnerships;
- Co-creating hackathons and acceleration programs.

Our approach to Open Innovation combines legal and strategic expertise to maximize the value of external collaborations and secure the interests of stakeholders while accelerating the development of new products, services, and business models.

## FUNDRAISING STRATEGY

Financing is a crucial element of business innovation and expansion. Our professionals, combining strategic and legal expertise, analyze financial needs, fundraising goals, and the development phase in order to:

- Identify the most suitable funding sources (venture capital, private equity, crowdfunding, public funding);
- Define the pitch deck and business plan;
- structure the transaction (Term Sheet, "SAFE" converting investment, Participatory Financial Instruments);
- Support in negotiating with potential investors.

## STARTUPS AND SCALEUPS

Our integrated approach aims to enable startups to transform into successful scaleups. We accompany at every critical stage ensuring that the innovative vision translates into a robust and scalable enterprise.

We offer tailored strategic and legal advice to accelerate growth and minimize risk:

- Corporate structure and governance;
- Negotiation of agreements with investors and partners;
- Legal and regulatory compliance;
- Strategies for expansion and internationalization.

Advisory



*Futura Technology* was born with the understanding that every technology project must have solid strategic and legal foundations: *blockchain* which by its nature has regulatory and financial impacts, *artificial intelligence* which also poses exciting new challenges from an ethical standpoint, and digitalization more generally. *Futura Technology* assists companies and contributes to the development of the ecosystem by working with companies, incubators, accelerators and investors.

## BLOCKCHAIN

Blockchain represents a technological revolution that is redefining the concept of digital trust.

Our professionals offer strategic and legal advice for the implementation of blockchain solutions in various sectors.

We also provide assistance in designing smart legal contracts and adopting decentralized data management systems.

We help companies navigate the complex regulatory landscape of distributed ledger technologies, ensuring compliance and maximizing the opportunities presented by this innovative technology.

## CRYPTO-ASSETS

Crypto-assets and tokens are the new innovative frontier in the digital economic and financial landscape, now regulated in the EU by the MiCAR and DLT Pilot Regime.

We assist in understanding and implementing the issuance, offering and sale of various forms of crypto-assets, including NFTs, security tokens and stablecoins.

We also assist in analyzing opportunities and risks related to dedicated crypto-asset services (so-called crypto-asset service providers or CASPs), structuring business models and the authorization process.

Our approach aims to maximize the innovative potential of crypto-assets while ensuring security and legal compliance for our clients in the context of the new European regulatory framework.

## ARTIFICIAL INTELLIGENCE

Our Artificial Intelligence (AI) consulting is distinguished by the integration of strategic and legal expertise, which is crucial in the era of the AI Act, the recent legislation passed by the European Union.

We assist enterprises in adopting AI solutions by ensuring compliance with the new regulatory framework.

Our service includes analyzing the impact of the AI Act on business operations, assessing risks, and developing strategies to implement ethical and legally compliant AI systems.

We offer support in classifying AI systems according to AI Act categories, meeting transparency obligations, and managing required documentation, ensuring that technological innovation goes hand in hand with regulatory compliance.

## DIGITAL PLATFORMS

Our consulting services for digital platforms combine technological and legal expertise to better manage today's rapidly changing regulatory landscape.

We support businesses in the design, development, and management of innovative digital platforms for compliance with current regulations, including the Digital Services Act, Platform to Business Regulation, and GDPR.

We offer assistance in assessing legal risks, establishing content moderation policies, managing user privacy, and complying with digital competition rules.

Our approach aims to maximize business opportunities for platforms while ensuring responsible and regulatory-compliant governance.

## DIGITALIZATION STRATEGY

With a holistic approach aimed at digital transformation, we combine technological, legal and business expertise to help organizations through the complex process of digital innovation.

We assist clients in identifying digitalization opportunities, assessing emerging technologies, and implementing tailored solutions so that the digitalization strategy is aligned with business objectives, compliant with current regulations, and resilient in the face of future digital market challenges.

*Technology*





*Futura Impact* operates taking into account the three pillars of sustainability and therefore environmental protection (*Environmental*), attention to human capital (*Social*) and transparency of its organization (*Governance*), aiming for harmony and balance of these elements with an indispensable economic sustainability. Our professionals, with in-depth skills and knowledge in sustainability and impact, are able to offer concrete, clear advice tailored to the size of the company.

## BENEFIT COMPANIES

Benefit companies pursue alongside the indispensable profit motive one or more purposes of common benefit and operate responsibly, sustainably and transparently toward people, communities, territories and the environment, crystallizing their commitment in the statutory corporate purpose.

Futura believes that the choice to be a benefit brings competitive and reputational advantages that allows it to differentiate itself with an innovative way of doing business by telling with immediacy and transparency its way of being and its adherence to irreversible change.

We advise entities that want to form or evolve into benefit companies, studying the most coherent benefit objectives in any case, accompanying them in the pursuit and achievement of the established goals, supporting them in the preparation of the annual and legally required benefit report, and training and guiding the board of directors and the crucial figure of the benefit manager.

## ESG BUSINESS MODELS

Through our in-depth knowledge of our clients and the relationship of trust we establish with them, we offer a method for supporting companies on their sustainability journey.

In the light of data obtained through one or more questionnaires we analyze and enhance existing ESG principles and, having identified the areas of greatest weakness, we study and identify possible additional targets in the ESG path, also taking into account Sustainable Development Goals compatible with business activity.

We analyze the impact of previous assessments on the organizational system and offer a comprehensive assessment of the entity and its possible future scenarios, creating internal policies and procedures by envisioning a resulting strategic sustainability plan.

## ESG WASHING

The improper and deceptive communications by which the entity leads third parties to believe that sustainable and ESG-compliant policies have been adopted no longer concern only the environmental component, and that is why we prefer to speak of ESG washing, when the activities put in place are actually superficial, undocumented and not scientifically verifiable, perhaps even with the aim of diverting attention from business dynamics that create negative impacts.

Such a practice elicits disapproval especially when we consider that pursuing the global goal of sustainability can bring a reputational and competitive advantage that improves the company's image.

At Futura, through the joint work of a lawyer with expertise in social impact and ESG criteria and a communications expert, we are able to provide support in evaluating an appropriate communications strategy and in assessing possible defenses or challenges to competitor behavior that is deemed unfair.

## GOVERNANCE

Governance, which is considered the third ESG pillar, is actually a real prerequisite from which one cannot disregard or rather from which one takes the starting point for a corporate sustainability assessment.

No E or S path can be reliably initiated unless special attention is first paid to internal organization, rules of composition of the governing body, policies and strategies, procedures, safeguards implemented to ensure compliance with legal regulations, ethics and transparency.

At Futura, we are deep connoisseurs of the mechanisms of corporations and business realities through personal experience and constant proximity to our clients and established relationships of trust, and we can support companies in establishing a stable and reliable organization.

## EU DEFORESTATION REGULATION

Regulation 1115/23 aims to prevent deforestation, forest degradation, and human rights violations related to the release into, making available, and export from the EU market of certain raw materials (rubber, cocoa, coffee, soybean, oil palm, wood, and cattle) and derived products, and for this it introduced stringent due diligence, risk assessment, and risk prevention obligations on all companies involved, with huge impacts on the movement of goods and supply chain organization

With the support of a technical partner, we offer timely and accurate advice with the aim of clearing the many doubts that the implementation of the obligations of this Regulation still brings and to identify the perimeter of duties in charge of each company involved.

Impact





**Next Legal** is Futura's podcast that addresses innovation issues from a business and legal perspective.

Business innovation, sustainability and technology are the focus of our episodes.

A weekly event, which has exceeded 100 episodes, edited by our editorial staff and featuring many guest speakers.

On spotify 

FUTURA  
*Law firm*

Legal and strategic innovation consulting firm

**Futura Law Firm S.t.a.r.l. S.B.**

Sede legale: Via Davide Bertolotti n. 7

10121 Torino | +39 011 08 66 155

Corso di Porta Vittoria n. 29

20122 Milano | +39 02 49 70 45 08

[info@futura.legal](mailto:info@futura.legal) | [futura.legal](https://www.futura.legal)

