

FinSMEs

RISPARMIO SUPER CLOSSES \$550K SEED FUNDING

Published On October 3, 2011 |



Risparmio Super, a Catania, Italy-based web start-up, has closed a \$550k seed funding.

The round was co-led by Zernike Meta Ventures, and LVenture.

The company intends to use the funding to further develop its business abroad, mainly in the US.

Founded in 2010 by entrepreneur Barbara Labate (Business Developer), and Italo-Israeli online expert Zion Nahum (Marketing Manager), Risparmio Super gathers and compares grocery store online and offline product prices all over Italy, helping consumers save up on their daily shopping.

Everyday, the service monitors and compares the prices of food, hygiene products and consumer electronic goods from 45 national retailers, and more than 10.000 supermarkets. According to a written statement, over the last two months, www.risparmiosuper.it tripled its customer base, from 30.000 to over 100.000.

The company also operates offices in Milan.

FinSMEs

03/10/2011