

Overlab closes a €450,000 Pre-Seed funding round to accelerate the sustainable transition of the European industry

The round, with Zero - Cleantech accelerator of CDP Venture Capital's National Network with ENI, Zest and ELIS - will enable the startup to triple its team, expand the Greenverse® platform and strengthen positioning in the manufacturing industry.



Turin, Torino Nov 19, 2025 ([Issuewire.com](https://www.issuewire.com)) - [Overlab](#), the Italian CleanTech startup building the digital infrastructure for the decarbonization of Europe's manufacturing industry, announces the closing of a €450,000 fully equity-based investment round. The round was led by Zero, the Cleantech program of CDP Venture Capital's National Accelerator Network, developed by Zest and ELIS, with ENI as the main corporate partner and the involvement of other sector corporations. Several business angels and corporates, including COESA Group, also took part in the operation. This milestone marks a strategic step to strengthen the company's technological leadership and accelerate the adoption of its hardware and software platform, Greenverse®, across Europe

Greenverse® is the first all-in-one Industrial IoT platform powered by AI, turning decarbonization into a cost-reduction tool through data collection and analysis. Overlab's patented platform enables companies to measure the carbon footprint of their products in real time, optimize energy consumption and costs, and ensure compliance with European regulations on the Product Environmental Footprint (PEF), directly contributing to the UN Sustainable Development Goals on clean energy, responsible consumption, and climate action.

The target market is one of the most dynamic in Europe: over 2.1 million manufacturing companies across the continent are investing in Industrial IoT, with an aggregate spending of €38 billion. In Italy,

the second-largest manufacturing country in Europe, companies invest €4.4 billion annually in Industry 4.0 technologies.

The funds raised will be invested in product development, team expansion, and market positioning. Overlab, which currently employs nine people, plans to triple its workforce over the next three years, aiming to build a team of experts in AI applied to industrial sustainability. By 2028, the company's goal is to deploy Greenverse in 300 client facilities and grow its team to around 30 people.

*"Overlab was founded to turn sustainability into a tangible competitive advantage for companies" says **Giovanni Fracasso, CEO and Co-founder of Overlab**. "The support of our investors allows us to accelerate innovation and scale our impact, helping the Italian and European manufacturing sectors respond to new environmental and regulatory challenges. Investing today in technology and decarbonization means ensuring competitiveness, access to credit, and new market opportunities. Our goal is to drive the twin transition, connecting industry and sustainability in a simple, scalable way, drastically reducing consumption and waste, with the ambition of becoming Europe's benchmark for data and AI-driven industrial decarbonization."*

*"With Overlab, we chose to support a company that blends industrial vision with technological pragmatism," says **Stefano Molino, Head of the Accelerators Fund at CDP Venture Capital**. "Decarbonization is no longer a reputational choice but a competitive factor that affects market access and supply chain continuity. Overlab provides manufacturing companies with an immediately operational platform, powered by real-time data, capable of generating savings and reducing environmental impact. Zero continues to play a key role in fostering the growth of high-potential cleantech solutions, supporting the transition toward a more resilient, efficient, and sustainable European industry."*

*"During the acceleration program, we saw the Overlab team grow, structure itself, and refine its technology, which is now capable of redefining how companies produce and optimize resources within their manufacturing processes" says **Elena Martelli, Portfolio Manager at Zest Investments**. "Overlab is a concrete example of how technology can enable the coexistence of efficiency, profitability, and positive impact, contributing to the evolution of the manufacturing industry of the future."*

*"The pilot implementation of Greenverse in a real production environment clearly demonstrated the platform's effectiveness: reduced consumption, early detection of anomalies, and greater overall efficiency," says **Andrea Scarano, Innovation Program Manager at ELIS Innovation Hub**. "It is a concrete demonstration of Overlab's technological maturity and industrial potential."*

According to Overlab, industrial sustainability is now a priority driven by investments from supply chain leaders and international credit institutions: those who do not innovate risk losing orders and facing challenges in accessing credit. With this new round, the company strengthens its position as a technological partner for large enterprises, research institutions, and investors focused on impact investing.

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