

PRESS RELEASE

Simpl announces €1.2 million pre-seed round led by Techshop Capital

Vento Ventures and several angel investors also participated in the round. The funding will support product development, strengthen the technology and grow the team.

Simpl develops an AI Operating System that helps B2B sales teams identify companies to contact, choose the right moment and personalise interactions, through to generating qualified meetings.

The technology is built on a proprietary knowledge graph that connects companies, people and interactions using public data such as job postings, company pages and news. Deep learning models estimate which decision-makers are most likely to respond, when and on which channel.

The commercial model is outcome-based: customers pay only for qualified meetings that actually take place, with no per-user subscriptions or upfront fees.

Milan, 6 October 2026

Simpl, an Italian startup that has developed an AI Operating System for generating B2B sales opportunities, announces a €1.2 million pre-seed round. The round was led by Techshop Capital, with participation from Vento Ventures and angel investors. The new funding will support product development, strengthen the technology and grow the team.

Founded by Nicolò Fugallo, Raffaele Scarano and Luca Marco Agnoli, Simpl helps sales teams understand who to contact, when and how. A company can have the right product for a customer and still lose the opportunity because it reaches out too early or after the customer has already chosen a supplier.

Simpl collects and analyses large volumes of public data, including job postings, company pages, news and any other potentially relevant source, using proprietary technology without purchasing data from external providers. This information is organised in a proprietary knowledge graph connecting companies, people and interactions. Deep learning models analyse it to estimate which decision-makers are most likely to respond, at what moment and with which contact strategy.

By connecting to the tools a company already uses, such as email, CRM and calendar, and learning its products, customers and sales strategies, Simpl's Operating System initiates contact and manages conversations through to a meeting. It decides each step based on how the other person responds, without predefined message sequences. Every outcome, positive or negative, improves subsequent interactions. Simpl itself sells exclusively through its own product.

Simpl's model is designed to reduce complexity and risk for customers. Many sales teams currently pay separate subscriptions for data, outreach tools and automation, and have to work to keep them connected. Simpl replaces these with a single service, with no per-user subscriptions or upfront fees: customers pay only for qualified meetings that actually take place.

Simpl operates from Milan, where it has opened Simpl House, a space inspired by the hacker-house model that brings research, product and commercial development together under one roof. The aim is to attract talent and bring technology development closer to day-to-day contact with customers and the market.

"In B2B, many sales tools help people do more: more activity, more lists, more messages, more automation. We start with the opposite question: which companies are actually worth contacting, at what moment and with which message. Simpl uses public signals, a proprietary knowledge graph and predictive models to turn this information into qualified meetings. The difference is that we do not sell another piece of software to add to the sales tools companies already use, but an integrated process that learns from every interaction and is paid for only on success."

Nicolò Fugallo · CEO and co-founder of Simpl

"The quality of predictions depends on the ability to read even very specific signals. Often, a change in the communication style of a job posting can indicate a more relevant commercial need than a highly visible news story. The challenge is not collecting signals, but understanding which ones actually improve the prediction and which are just noise. This is why the system learns from every response, including negative ones."

Raffaele Scarano · CTO and co-founder of Simpl

“Simpl represents the direction in which we see B2B software evolving: vertical solutions built on proprietary data and AI, with measurable impact and an outcome-based model that ties the company’s growth to that of its customers. As AI agents become more capable of acting, the quality of the predictions behind their decisions will matter more. Simpl starts with sales to build a capability that could also serve other business processes. This is where we see the potential to define a new category.”

Giovanni Strocchi · Partner at Techshop Capital

Simpl and the investors were advised on legal matters by lawyers Alessandro Vittoria and Anna Abdoni, and on accounting and tax matters by Pomara Scibetta & Partners.

About Simpl

Simpl is an Italian startup active since 2025 that has developed an AI Operating System for B2B sales. The technology helps sales teams identify companies to contact, choose the right timing and approach, and manage conversations through to a meeting, with an outcome-based payment model. It combines a proprietary knowledge graph of companies, people and interactions with deep learning models that estimate the probability of a response. Simpl is based in Milan.

<https://www.simplsales.ai/>

Techshop’s investment is supported by CDP Venture Capital SGR’s Digital Transition Fund – PNRR through resources allocated by the NextGeneration EU initiative.

Press enquiries

Nicolò Fugallo | CEO & Co-founder · Simpl | nico@thesimplplatform.io