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Fortiland Launches Fortiland Digital Assets Together with Smart Capital and Knobs

Fortiland Digital Assets will focus on the most promising technologies as well as infrastructure projects based on digital assets. Through extensive due diligence, the investment team will determine the fair value of each project by selecting only those with the highest potential, avoiding those that follow short-term hype.



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By [Jeremy Whannell](#)



Fortiland Digital Assets Ltd is the latest initiative with an Italian matrix, albeit based in London, created precisely to invest in digital assets and in particular in projects related to Web3, Metaverse, NFT, blockchain, and DeFi.

Its launch was announced last night by Raffaele Petrone, with a past at Armònia sgr, DBay Advisors, LFPI, and founder in 2020 of the private equity operator Fortiland, presenting the initiative at a confidential meeting with investors of Smart Capital spa, a financial holding company that invests in permanent capital with a focus on Italian SMEs that are listed, in pre-IPO stage or potentially interested in listing.

Smart Capital, in fact, alongside Petrone, is the promoter of Fortiland Digital Assets, together with the investee Knobs srl, a leading innovative PMI in Italy in technology consulting and software development, focused on complex projects based on blockchain and IoT technology, founded in Milan in 2014 by three professional professors from the Milan Polytechnic: Vincenzo Rana, Alessio Pagani, and Francesco Bruschi.

Read more about Fortiland Digital Assets and find other important [business news](#) with our companion app Born2Invest.

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"We aim to quickly become the global reference point in the digital assets market by leveraging the experience and track record of our international team, our strong passion for innovation, rigor, and strong commitment," said Raffaele Petrone, managing director of Fortiland, who added, "It is our desire to operate according to the highest standards and best practices typical of leading companies in the sector, and this also by virtue of our past experience. A consistent and disciplined approach is key to achieving our mid-term goals. Finally, regarding the market opportunity, while we are still in an early stage, we already see tremendous investor (especially institutional) and corporate interest as well as the amplification of use cases such as Web3, Metaverse, and NFTs, which represent a significant part of our future investment opportunities."

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Fortiland Digital Assets will focus on the most promising technologies as well as infrastructure projects based on digital assets. Through extensive due diligence, the investment team will determine the fair value of each project by selecting only those with the highest potential, avoiding those that follow short-term hype. Finally, a special focus will be placed on risk management through a methodical and dynamic approach based on in-depth analysis, diversification, and attention to volatility.

Francesco Bruschi, lecturer of the Blockchain and Distributed Ledger Technologies course at the Politecnico di Milano and cofounder of Knobs, commented, "We continue to observe that all major sectors of the economy as well as consequently major companies are integrating blockchain solutions into their business with a push focused on software development and attracting users to specific projects." And Vincenzo Rana, also a lecturer at the Polytechnic in the same subject and cofounder of Knobs, added, "More recent use cases such as NFT, Web3, gaming, Metaverse, and DeFi have also attracted considerable interest."

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Andrea Costantini, president of Smart Capital, added, "Interest in the digital assets market has never been stronger. It is clear that more and more institutional investors recognize the potential and revolutionary nature of these technologies, and the timeline we are in right now can be compared to the dawn of the Internet in the 1990s." And Andrea Faraggiana, managing director of Smart Capital continued, "It is in the public eye that HNWIs and institutional investors have begun to include digital assets in their portfolios, and we consequently want to seize this opportunity by offering them our solution, which is unique in the market today."

Smart Capital was established in early 2021 at the initiative of Andrea Costantini, Andrea Faraggiana, and the Agrati family, the latter of which owns the group of the same name, a world leader in fastening systems for automotive components. Smart Capital, which aims to raise 60 million euros by 2023 mainly among entrepreneurs, is now a club deal vehicle in which more than 20 families of entrepreneurs participate, who from time to time decide whether to co-invest alongside Smart Capital.

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The latest investment announced by Smart Capital last September was the one conducted together with the investment and advisory firm VSL Club spa and involved 43.66 percent of Midolini F.lli spa, Friuli-based excellence in northeastern Italy active since 1950 in special lifting, handling, loading, and unloading services in port and integrated logistics.

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Jeremy Whannell loves writing about the great outdoors, business ventures and tech giants, cryptocurrencies, marijuana stocks, and other investment topics. His proficiency in internet culture rivals his obsession with artificial intelligence and gaming developments. A biker and nature enthusiast, he prefers working and writing out in the wild over an afternoon in a coffee shop.

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