

MADE IN ITALY EXPO · ATLANTA 2026

Varco

From a photo of the goods to a customs
code you can defend.

Firmamento Technologies, Genoa, Italy

The system already runs. It sits on a European server, it has been tested on real goods, and it checks every answer against 122,874 binding rulings. When it is not sure, it says so.

Startup track · Ports, logistics and applied AI · varcotrade.com

It is not customs that stops the goods. It is the data.

Customs clears most declarations in minutes. A shipment stops when a field is wrong: it goes to inspection, and the bill can arrive years later. The first field on every entry is the classification code of the goods. Duty, tax and inspection all follow from it.

Minutes

automated release, when the data is right

120 days

the legal term for binding certainty in the EU. The price list waits

3 years

the window to reopen a declaration that was already closed

What it costs, in practice

Hours of a licensed professional for every hard classification. Goods picked for inspection. Products that do not ship until the code is safe. And the general chatbot does not help: it always answers and never gives a reason, and in a dispute that code cannot be defended.

From the photo to the code, with the reason. In minutes.

It looks at the goods

From a photo, or from a description, it works out what the item is, what it is made of and what it is for. Then it asks you to confirm.

It follows the law, step by step

It walks down the tariff tree applying the General Rules of Interpretation and the official section and chapter notes, one step at a time, citing the source at each step.

It writes the reason

It returns the code with the justification written in the words of the law and the comparison against European precedent: an opinion a professional can put their name on.

In practice: a new catalogue gets classified today, not in 120 days. The goods ship with a code that has an argument behind it. Every case stays on file with its trail. Nothing to install: it opens in the browser, in 35 languages.

And when it is not sure?

It does not invent. It stops, says **which piece of information is missing** and asks for it. If two headings stay tied, it declares the tie. Confidence is computed on every single case.

You can only sign what has been reasoned. **Varco reasons everything, or it asks.**

Not a prototype. A system in service.

On a European server, at TRL 7. In 105 seconds it walks the entire tariff tree, level by level, and writes the legal reasoning for the heading it lands on. The number is about completeness, not speed: that is the whole tree, argued.

35

interface languages

7

export formats for the opinion

2,260

automated tests on every release

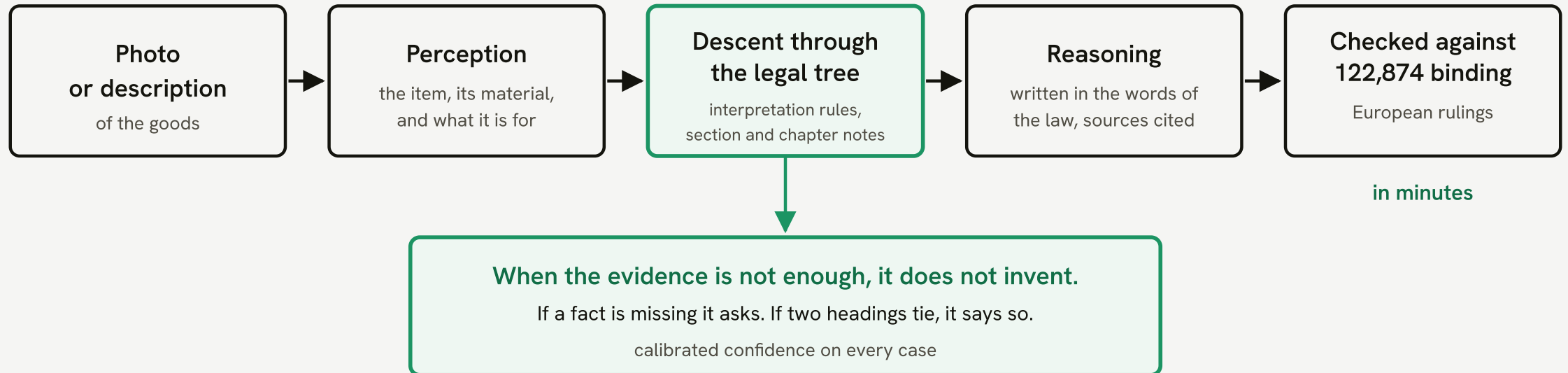
1

external licensed customs
professional, testing it unsupervised
since version one

What is still prototype, so you do not have to guess

The Alpha, in preview to invited customers from the end of 2026, goes all the way down to the declarable code, CN8 and TARIC10 in Europe. US HTSUS depth is the next build, and the CBP corpus is already in the system.

Every step cites its source. The opinion can be signed.



The models belong to everyone. The corpus and the method do not.

122,874

binding European classification rulings

70,930

US CBP rulings, already in the system

795

Court of Justice judgments on classification

15,037

nomenclature nodes with 2,806 official notes

92,115

domain documents wired to the engine

230

labelled cases on the measurement bench

Wired to the engine means the system reads them while it decides, not that it was trained on them once and now recalls them from memory. Every case comes back with the specific rulings it was compared against, by number, so the user can open them.

Why this matters for America specifically

The 70,930 CBP rulings are the reason a US product is a **build**, not a **rewrite**. The first six digits of the Harmonized System are the same on both sides of the Atlantic. What differs is the national depth, and CBP rulings are the corpus that teaches it.

A system that never says no is not a compliance tool.

The bench

230 cases taken from EU classification regulations, each labelled with the correct code and the legal reasoning next to it. It runs on every release and it drives what we build next.

A broker is not buying a code.
They are buying something they can put in front of an auditor.

Confidence, per case

Every case carries a calibrated confidence. Below the threshold the system abstains, says what is missing and asks. That behaviour is the product, not a safety net bolted on.

What abstention costs us, and why we keep it

A system that answers every time demos better. This one occasionally says it cannot decide, which is a worse demo and a better product. We would rather lose the demo.

What we do not publish yet

No accuracy percentage until development closes. A number measured today would describe a version superseded next month. The full measurement is published with the Alpha, before the first customer, not after.

This is the applied side of research on detecting and preventing hallucination in generative models, which is what our engineer does for a living.

Four things changed, and three of them have dates.

Tariffs moved, and classification moved with them

Two years of tariff changes turned the code on the entry into a line the finance team reads. The same item can now carry very different duty depending on a decision that used to go to whoever had time.

Demand is measurable and rising

Search demand for tariff classification in Italy is up 37% in five years, and across eight European markets it is 10.4 times the Italian volume, 72% of it in English and German.

2 August 2026: EU AI Act, Article 50

Transparency obligations for generative systems become applicable. Varco is compliant by design: it already declares what it is, cites what it used and states its confidence.

Multimodal models fell to cents per case

What we do was not economically possible two years ago. The cost per case now sits inside a subscription a single professional can afford.

Who signs, in the US Southeast.

First: licensed brokerages and forwarders, 5 to 100 people

Clearing through Savannah, Atlanta's inland ports and Charleston. The person who signs is the owner or the licensed broker of record. They buy because classification is billable expert time they cannot hire fast enough, and because their licence is on the line for every entry.

Second: importers with large and shifting catalogues

Home improvement, flooring and textiles in northwest Georgia, apparel, auto parts, consumer electronics. The buyer is the Director or Manager of Trade Compliance, sitting under Supply Chain or Legal.

We are not selling to enterprise procurement in year one. We are selling to the person who personally signs the entry.

What we can count today, in Europe

108 licensed customs assistance centres in Italy, 26 of them in Liguria. Between 1,500 and 2,000 licensed Italian customs agents. 639 registered representatives in Belgium. 21,112 agents in Poland.

We have not yet counted the American universe with the same rigour. **That is one of the things we came here to do.**

Everyone returns a code. We return an argument.

WHO	WHAT THEY ARE	WHERE THE GAP IS
Avalara, ONESOURCE, Descartes	Trade compliance suites	Bought by enterprises with a compliance department, priced for them
Digicust, MIC	Enterprise customs automation	Built around the forwarder's flow, not around the classification decision
3CE, Zonos	Standalone classification	Return a code, not the legal reasoning behind it
General chatbots	The real default, used off the books	Always answer, never cite, never abstain
Varco	Reasoned classification for the professional who signs	Legal reasoning cited, precedent compared, abstention declared, priced for one professional

The comparison that actually decides the sale

Not us against the suites. Us against **the way the work is done today**: a senior professional classifying from memory, a junior copying the code from the last similar shipment, or a chatbot nobody will admit to using. That is the incumbent.

No absolute claim of being first. What we claim is a verifiable set that no one covers in full today: reasoning in the words of the law, comparison against binding precedent, declared abstention, multilingual reading using the Court's own method, and a price a single professional can approve without a committee.

It pays for itself on the first hard case of the month.

PLAN	FOR WHOM	PER MONTH
Professional	One licensed professional	€ 99
Company	An import or export desk	€ 199
Firm	A brokerage or customs centre	€ 349
Enterprise	Volume and integration	By project

One hard classification costs a professional between half an hour and two hours. **The subscription costs less than one of them.**

European list prices, cases included with metered overage. The model cost sits inside the subscription and is measured: no unlimited use at a flat price. US pricing is one of the things we want to test in Atlanta.

Who signs the purchase order

At these prices, the person who needs the tool is also the person who can approve it. No procurement cycle, no security questionnaire, no annual committee. That is a deliberate design choice, not a discount.

Why subscription and not per case

Per-case pricing punishes exactly the behaviour we want: checking a code you are unsure about. The subscription makes checking free at the margin, which is how the product earns its place in the daily routine.

2027 is the production year. Atlanta moves what happens before it.

WHEN	WHAT SHIPS
Q4 2026	Company incorporated. Alpha in preview to selected customers, down to the declarable code, CN8 and TARIC10
Q1 2027	Pilot with 10 firms in Liguria, run in person
Q2 2027	Production release, with the full measurement completed and published
Q3 to Q4 2027	25 customers. Belgium, and the goods directory in German and English
2028	European scale and the enterprise tier

The dates above are the European plan, and it stands on its own: the pilot is in Liguria because that is where a quarter of Italy's licensed customs centres are, and it is run in person. Nothing below depends on Atlanta going well.

What a week in Atlanta would change

Three US pilots inside the Q4 2026 Alpha instead of an all-European cohort. HTSUS depth wired to the CBP corpus we already hold, brought forward to Q1 2027. A US entity when the third pilot pays, not before.

Not capital. Three customers who sign entries.

Three pilots, one of them paid

US customs brokers or trade compliance teams willing to run a 30 day pilot on their own SKUs before the end of 2026. Three, because one is an accident. Paid, because a free pilot tells you nothing about whether the problem is worth money.

We are not raising. We are looking for the first American who puts their name on our output.

Introductions, not endorsements

Through the Georgia Ports Authority and the Metro Atlanta Chamber, to the people who clear goods through Savannah every day. We would rather be told no by ten of them this week than guess for a year.

A Founder's Associate who likes lists and calls

Business development with an interest in supply chain. In month one: build the broker list for Georgia, South Carolina and Tennessee, book fifteen calls, and write down the objections verbatim.

The business plan reaches operating break-even in the second year on members' contributions alone. That is deliberate: it means we can say no to the wrong customer, and it means a pilot is a pilot, not a disguised round.

Small, and clear about it.

Luca Di Domenico

President, Firmamento Technologies

Legal representative of the cooperative. In the room in Atlanta for the full week.

Emanuele Giordano

Product and classification engine

MSc Robotics Engineering, University of Genoa. Research on detecting and preventing hallucination in generative models, which is Varco's problem for a living.

External customs professional

Reference tester

A licensed practitioner who has used the system unsupervised since the first version, on real goods.

What we are not hiding

The team is small, and the plan says so: a commercial profile funded from year two, a technical one from year three, critical phases run in sequence rather than in parallel. No US entity, no US reference customer, no revenue yet.

Firmamento Technologies Società Cooperativa, Genoa, founded September 2025, 9 founding members, incubated at the FI.L.S.E. business innovation centre. A cooperative that builds ventures and turns university students into working members. Varco is one of them.