

The background features a dark blue world map with a glowing blue and white Earth from space in the center. Light rays emanate from the top center, and the background is filled with a starry space pattern.

TRACTION INNOVATION

Official Presentation

Marzo 2018

TRACTION
YOUR SCALE UP ADVISOR

OUR MISSION

**90% of Startups Go Bust
That's too much!**

**Our goal is to reduce this
figure**

We do this by combining 60 years of cumulated Digital experience with a unique approach and putting it all at the service of the start-up ecosystem



**STARTUP AVERAGE
FAILURE RATE**

5 AREAS OF TRACTION SERVICES

TRACTION MANAGEMENT

Traction Management refers generally to any activity aimed at structurally increasing business metrics in a short time, thus generating "Traction", a fundamental ingredient to demonstrate success....and get funding!

Goal:
Better Metrics

TRACTION ACADEMY

Devolving your experience to teaching is a way to make a better world. Your company growth can be achieved by developing personal skills with a side by side approach or with structured trainings.

Goal:
Better Team

TRACTION INNOVATION

The goal to bring Corporations closer to the Startup and the Digital world, requires a diligent professional approach and the ability to deliver value....otherwise is just a sponsorship!

Goal:
Innovation

TRACTION INVESTMENTS

Chase the vision, not the money; the money will end up following you. We are not a fund, we invest our money it's all for your benefit!

Goal:
Money

TRACTION TOOLS

Our development team is continuously trying to make the life of Marketeer easier. We have several useful marketing tools that can be used in the every day life of a marketing department.

Goal:
Better Life

A low-angle, upward-looking photograph of several modern skyscrapers with glass facades, reaching towards a cloudy sky. The perspective creates a sense of height and architectural grandeur. The buildings are dark, and some windows are illuminated from within.

**BUSINESS UNIT:
TRACTION INNOVATION**



WHAT IS TRACTION INNOVATION

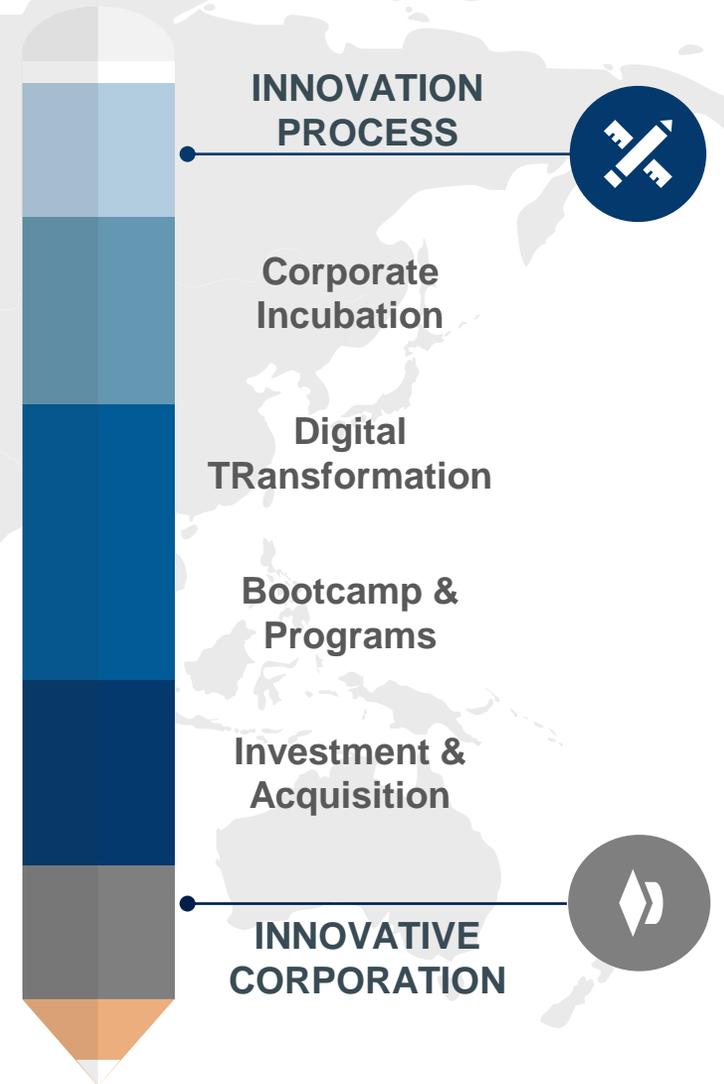
CORPORATIONS

STARTUP ECOSYSTEM

OPEN INNOVATION

January 2016

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TARGET CLIENTS

Corporations interested in deploying Innovation projects through the use of Open Innovation.

Corporates

Administrations and Universities who sponsor the “Rooting” of new companies and the development of an innovation infrastructure with young entrepreneurs.

Institutions

Incubators and Accelerators or VC Funds, willing to complete their offer with a session dedicated to the Italian Market.

Incubators

Startups with a strong need to internationalise in Italy and need to tackle the Western Markets with specific know-how

Startups



PROGRAMS



Startup Development Training

Training Managers and Employees to the «Art of the Start» to be able to make startups, assess other startups and eventually learn from them



Bootcamp, Hackatons & Challenges

Short Time involvement in vertical topics with Top Level Experts and Full Immersion, with the possibility to Speed Date with young Entrepreneurs



Digital Marketing Implantation

Training to Managers and Employees to embrace Digital Marketing with the possibility to outsource a managed solution to expert parties



Structured Incubation/Acceleration

Medium to Long term stable programs to incubate and accelerate inside the company with the aim to innovate through outsourcing R&D

Examples Follow ...

1 - THE i3 PROGRAM

DESCRIPTION

The **i3 Program** is designed for people from all over the world, keen to operate in the Startup World, and offers to **discover the Italian Ecosystem, learn the latest most innovative techniques in the Digital and Startup Sector** directly from the key people and institutions in the Startup Ecosystem by leveraging on vertical topics on which Italy has no match, like Fashion, Food and Football, but also Industry 4.0 and other local excellences.

The program can fit inside a wider path which participant are following in their own countries, and represents a sort of "Erasmus" program for anyone in the Startup business.

FORMAT

Overall format can be tailored on demand but here are is the main building block. The **i3 - 1 week of intensive training, workshops, testimonials and company visits.**

1) Teaching - Day1/2/3:

Kickoff with course presentation and dean's speech. Teaching session organised daily with Theory and Practice. Mingling among course attendees and with relevant teachers, professors and CEO of key Italian successful start-ups and participating companies. Guest speakers from the industry and key Italian players, holding case studies and confronting their experience.

1) Experience - Day 4:

Visit to the Corporate Location of the participating company with guided tour of the day-to-day business and show-off of the excellence in their sectors.

1) Workshop - Day 5:

Practical courses and learning by doing with case studies. Work on own companies' issues, discuss with professors and wrap up. Award ceremony and closing part

EXPERIENCES

Inside the format are included a series of experiences which attendees will enjoy. Some of them need prior planning, but all of them are carried out by top end people and class one organisations.

2 - THE SEA BOOTCAMP

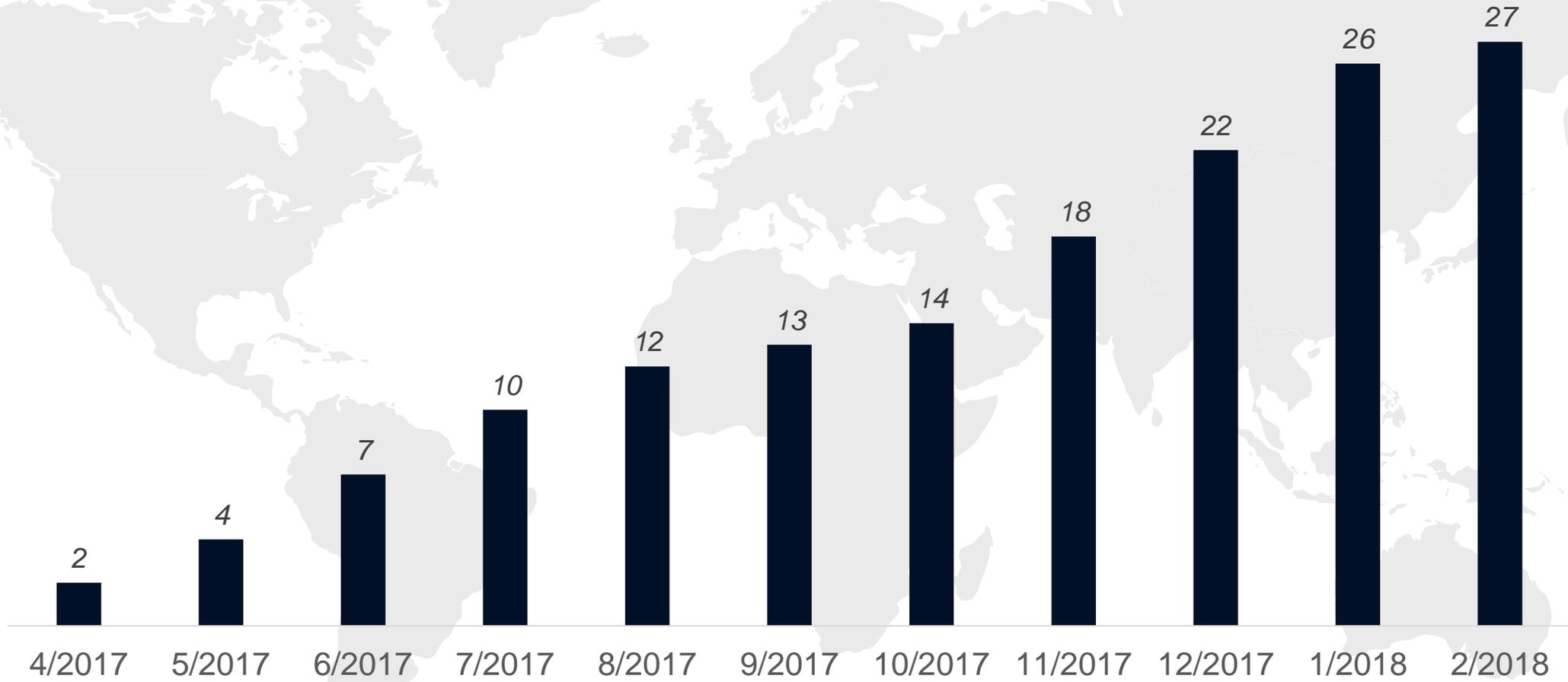




Our Clients and reviews



NUMBER OF CLIENTS



CLIENTS.. SOME OF THEM



BUDGETS BUSINESS SOLUTIONS

CROWDBOOKS



SHOPAROUND



meetingpackage



CLIENTS REVIEWS

"Thanks for all your support, you have been very important for us. Since the very beginning we met so many so-called gurus, but only with you we managed to build trust and find the help we needed."



Mirko Oliveri
CEO Verticomics

"From CRM, fundraising and business development, my team and I have learned so much from you guys."



Simone Ridolfi
CEO Moovenda

"Focus on turnover, you taught us so much on how to make money, focus on the shortest path to reach goals. Not only, you have also the hands-on approach, WOW! It is hard to find guys like you around."



Alessandro Salvati
CEO Nextwin

CLIENTS REVIEWS

"Professionality and Passion married together! A result driven support: the only thing that matters for a startup is growth, and also thanks to their support we achieved +300% YoY."

«Compliments for the strategic and operational contribution and for the support to the development of the whole team..»

*"You have been Awarded the title of:
BEST TEACHER OF THE YEAR
At ABC ACCELERATOR in Lubiana."*



Giorgio Sadolfo
CEO Filo



Andrea Genovese
CEO Social Academy

#Love4Learning
ademy ti aiuta a realizzare il tuo potenziale, attraverso una selezione dei migliori corsi di
in aula e online, sessioni di career coaching, skill games e opportunità di lavoro



Ksenjia Jaklic
ABC Accelerator





The Team



TRACTION MANAGERS



Pier Francesco Geraci

CEO

Top Manager, Start-Upper and former Strategic Consultant specialised in the Digital Industry with 20+ years of experience on sectors ranging from Telecoms to E-commerce, Entertainment and Gambling, with recent activities as Angel Investor Pier is also Professor at LUMSA teaching Web Marketing.



Alessandro Cavallo

Partner

Start-Upper with 10 years of hands-on field experience on B2B & B2C customer acquisition. Now Mentor at LUISS Business School, Start-up advisor at Babaiola, Donapp and DiveCircle. Member of Angel Partner Group investor community.



Eugenio La Mesa

Advisor

More than 25 years of experience in software, Internet Marketing, International Business Development and Sales. Co-author of the book "Selling and buying on the Internet" (Sperling & Kupfer, 1997). Winner of the Microsoft Italy prize for the most innovative Internet solution (1997). LUISS-EnLabs & Ashoka advisor.

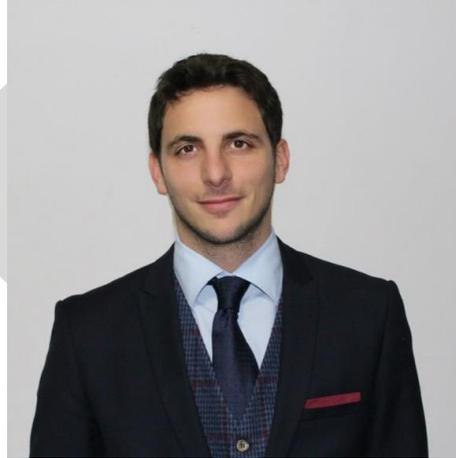
TRACTION EXPERTS



Giacomo Iaderosa

Acquisition

Digital Marketing lover with over 6 years of hand-on experience, specialized in Users Acquisition for b2c and b2b markets. He is dedicated to support Startups to grow the users base by minimising acquisition costs. Fast worker, flexible and result oriented, Giacomo is Google Certified.



Andrea Zezza

CRM

Andrea comes from a multi-year experience in the Gambling industry where he developed and consolidated unprecedented CRM techniques and achieved top end results. Today Andrea wakes up in the morning and asks himself how he can increase conversion and retention for the Startups he is assigned to.



Gian Maria Brega

Digital PR

Top manager, entrepreneur and consultant, with 20 years of experience, ranging from tech to consumer electronics, real estate, green economy and more. Specialized in marketing and communications, he is also a writer/editor since the internet had the shrill sound of 33.6k modems.

TRACTION DEVELOPERS



Mikele Ferraro

Traction Partner

Former Special Forces Military, in 2009 Mike answered his calling to become a Serial Global Entrepreneur by founding many companies around the World. He resides part of the year in Europe and dedicates the rest of his time to traveling in Asia, America and Africa. In terms of International Business Development, we believe we have got those regions covered!



Giovanna D'Esposito

Traction Partner

Top Manager with 25 years experience in sectors ranging from FMCG to E-commerce, Consumer Credit and Gambling. Solid experience and skills in Cross-border Expansion, Digital Start-ups, and Team Leadership. Giovanna will turn our venture into a global business and will follow the development of our internal staff.



Marju Teras

Traction Partner

Marju has been involved in some of the top Innovation projects in the baltic area. She was the Manager and coordinator of the Program & Partnership at Startup Wise Guys, the leading B2B technology Startup accelerator in Europe, Marju's mission is to introduce [Traction](#) into the international Startup ecosystem.



TRACTION

YOUR SCALE UP ADVISOR

Contacts

Don't miss the opportunity to get in touch with us. Call us now!



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