

tree  
making innovation happen

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WORTH OF AN IDEA

**LISTEN TO OTHERS**

**WHERE IS THE PAIN**

ME / MY TEAM

**THINK BIG AND  
GLOBAL**

**BUILD A NETWORK**

**VISION**

ITALY IS NOT  
(AND WILL NEVER BE)  
THE SILICON VALLEY

**AN INVESTOR HAS TO  
BE YOUR BEST FRIEND**

TIME = \$\$\$\$

**YOU HAVE TO BE FAST**

**MONEY**

**WHY ARE WE BETTER**

**BE DISRUPTIVE**

**WE WILL FAIL**

**PLAN B**

**FAIL FAST AND CHEAP**

**BE YOUR FIRST  
CUSTOMER**

**CUSTOMER CARE**

**ITERATE**



Thanks!

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