

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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