



TWIST
DIGITAL



TWIST

Roadshow for Startups
Inspirational Island
Money and Globalization

with Simone Cimminelli & Salvo Giammarresi

25 Giugno 2015 | ORE 10.00 | MACRO | Via Nizza, 138 | ROMA



Startup Lazio! TWIST

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AGENDA

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10.00 – 10.30 Registration

10.30 – 10.45 Welcome

10.45 – 11.30 **Simone Cimminelli**
Digital globalization: the startups boom
in London, an incredible financing
opportunity for Italian startups.

11.30 – 11.45 Q&A

11.45 – 12.30 **Salvo Giammarresi**
PayPal, money and the startup ecosystem:
stories and experience

12.30 – 12.45 Q&A

13.00 – 13.30 Light lunch buffet

Where do we start to figure out the cultural and productive identity of a complex and multifaceted Region as it is Lazio? Maybe it is not wrong to define it as the most known and unknown Region in Italy.

Everybody knows that Lazio is the Region of Rome, but it is more difficult to find a key to understand, a guideline to tell the different souls, the diverse cultural backgrounds, the different approaches to the same development and innovation ideas. The chance to let this holistic vision of the Lazio system emerge comes from a call launched by the Lazio Region on the occasion of EXPO Milano 2015.

The Call4Innovators aimed at identifying the excellence of the territory in different sectors – manufacturing, tourism, social and cultural, research and innovation. This is why the call was targeted to innovative ideas, proposing innovation projects, coherent with the Expo theme – Feeding the planet, Energy for life. Companies, startups and fablab, social sector associations, international voluntary work, foundations, research and training institutes, representatives from the tourism and agrifood sectors: for them the unique chance to introduce them and to meet worldwide realities has been offered.

Once the Call4Innovators helped to identify those realities, they were showcased but also put in a network, in order to compare experiences. And this is why Lazio Region, Roma Capitale and Unioncamere Lazio, with the organization of Lazio Innova and the coordination of Universities and Research Centers, organized a series of thematic events to communicate and promote each single theme. Events will be open in order to involve and include a wide audience about the Expo thematic.

Besides workshops, the audience will deepen – in the thematic stands set up in the meeting locations – the different themes, through an “interactive” showcase with the promoter of the projects.

Today’s meeting, organised by Lazio Innova, is focused on “Money and Globalization”, to offer startups a picture of the London market in terms of projects, technologies and finance and a to give a globalization vision and internationalization of products and contents.



Lazio Innova is the coordinator of TWIST - “Transregional Web Innovative Services for Thriving Digital and Mobile Entrepreneurship”- a European project co-financed by the European Commission under the umbrella of the Startup Europe Partnership, the EU program which aims at supporting the growth of the best European startups.

TWIST project aims connects four existing local web entrepreneurship startup ecosystems and hubs, providing new services and instruments aiming at scaling up and competing in the global market.

TWIST partnership includes four cities and respective regions with complementary profiles and assets: Rome, Warsaw, Lille Metropole and Stockholm.

TWIST provides a wide range of specialized services and supportive instruments dedicated to startups, including:

- mentoring and coaching services for better understanding business models, financial technicalities and for accessing finance for growth, also giving attention to a sectoral approach (vertical mentoring);
- the organization of challenges for startups with the involvement of Large Companies and Public Administrations;
- the organization of road shows and pitching events with investors and international experts;
- a wide dissemination and interaction on social media and with leading sector blogs to multiply the TWIST impact and intercept new technological trends in mobile sector.

Coordinator: Lazio Innova

Partners:

- Luiss Enlabs (Rome) - Accelerator - www.luissenlabs.com
- Euratechnologies(Lille) - Accelerator - www.euratechnologies.com/
- Media Deals (Paris - Investor - www.media-deals.org/
- Springfellow (Stockholm) - Investor - <http://springfellow.com/>
- More Time (Stockholm) - Accelerator - <http://www.moretime.se/in-english/>
- Metagroup Polska (Warsaw) - Investor - www.zernikemetaventures.com
- Foundation Neo Media (Warsaw) - Accelerator - www.fnm.pl

Simone Cimminelli Managing Director SIS srl



CEO of Società investimenti e Sviluppo (SIS) since 2010. SIS is a Euro 60M+ net asset value Family office focus on long term alternative investments. Board Member at Korean Fuel Tech Corporation (Bloomberg: 123410.kq) since 2012. I have an international managerial background, private equity investments expertise and a track record of successful turnarounds.

Previous experiences in investment banking @Mediobanca, audit @Deloitte, corporate finance and general management @Ergom Group.

Graduated magna cum laude in Business Administration at the "Università degli Studi" (Turin). Rewarded as one of the 10 best students (2010) in Piedmont by "Unione Industriale di Torino". Right of publication of the thesis partially published as part of a comprehensive study written by Professor Bertoldi for Mc Graw Hill. Master of Science at City University (London). Diplômes Grande École and Master in Management major in entrepreneurship at ESCP Europe (Paris).

I am engaged in developing entrepreneurial culture and supporting young entrepreneurs to realise their visions. I contribute as a Business Angel (www.sisfund.com) by being part of "Club degli Investitori" and by providing extensive coaching to startuppers through iStarter, a London based business accelerator that I co-founded.

Investments portfolio includes:

1. Readbug: Netflix for independent magazines
2. Spyn: Dry cleaning on demand
3. Crowdemotion: Machine learning to capture emotions
4. Find The ripple: Real-time recommendation engine for social media

Mentor for top accelerator programs in London, part of the advisory board of revolutionary startups. Author of extensive research on crowdfunding. Guest speaker for events and conferences. Assistant Professor at ESCP Europe.

I am also a foodie and if you're interested in discovering new restaurants in London, I recommend @London_Foodies, the Twitter account I co-author. I lead a team who organises Sunday brunches in London. If you would like to participate, visit meet-4brunch.co.uk.

Società Investimenti e Sviluppo (SIS) is an investment company founded in Torino in 2001 within the Cimminelli family. Managed by a family with a business tradition, the company is active in the industrial and real estate sectors.

The company has a capital employed of approximately 35 Mln Euros splitted in investments across Italy, East-Europe and South-East Asia.

SIS's management is permanently seeking new opportunities of investments.

SIS's business background is reflected in our investment policy. Our policy matches a long-term perspective where the results after 7-10 years are more valuable than the result of the next quarter. In our evaluation of investing, the financial aspect is subordinated to the human aspect; we invest firstly in people and ideas to which we are offering our capital, network and managerial skills in the logic of building a path which is able to make these factors last together.

Without constraints and obstacles and having an extremely fast decision making process, we consider investing in four main scenarios:

- * Seed and Venture Capital
- * Real Estate
- * Distress and Turn Around
- * Capital for Growth

Salvo Giammarresi Head of PMO & Globalization PAYPAL



Dynamic Program Management and Globalization management expert with extensive global product experience. Successfully strategized, setup, planned, executed and managed global products and projects of all sizes. Proficient in driving global product requirements across multiple groups balancing customer and business needs taking into account technological/human resources. Experience with vendor management, streamlining globalization processes, tracking and reporting on reducing time to market, increasing quality and reducing costs. Delighted to work with culturally diverse and global teams. Metrics and ROI driven. Bilingual Italian/English.

Currently Senior Director of Program Management Office and Globalization at PayPal. Previously Senior Director Localization Engineering at Yahoo!; Vice President of Products at HomeGain.com; Director of International Product Management at Homestore.com; Senior Localization Manager at Kana; Engineering Program Manager at Electronics for Imaging; independent Localization Consultant.

PhD in Applied Linguistics from the University of Palermo (Italy). Visiting Professor and Lecturer since 2002 teaching Localization, Global Product Marketing and Computer Assisted Translation (CAT) Tools. Author of a University level text book on CAT Tools and published several papers on Localization and Applied Linguistics.

US and Italian passport/citizen.

PayPal is an online payments system. Online money transfers serve as electronic alternatives to traditional paper methods like checks and money orders.

PayPal is one of the world's largest internet payment companies. The company operates as an acquirer, performing payment processing for online vendors, auction sites and other commercial users, for which it charges a fee.

Established in 1998, PayPal (NASDAQ: PYPL) had its IPO in 2002, and became a wholly owned subsidiary of eBay later that year. In 2013, PayPal moved \$180 billion in 26 currencies across 193 nations, generating a total revenue of \$6.6 billion (41% of eBay's total profits).] In 2014, eBay announced plans to spin-off PayPal into an independent company the following year.