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UNIVERSITÀ
DEGLI STUDI
DI PADOVA

**1.5 YEARS
OF STARTUP
KNOWLEDGE IN
1.5 HOURS**

Who Are You?

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Do I have to listen to you?

No, You Don't!

**However, you might gain some valuable
insights into the reality of the startup world**

What topics are we going to discuss?

1. ● Experience the
startup journey
with me

2. ● Hard truths of
being a
startupper

**Can you show us a
picture of you dressed as
Voldemort?**

Of Course!



**Let's
Start**

1.

The Rise Of

Tralevie



Our Goal: Create The Perfect Startup*



***according to the literature**

1

Discover a major problem in a large market

**“The decline of
Neighborhood
Stores”**

**Hundreds of
thousands of
people are losing
their jobs**

Billions euros market!

Validate it and understand the causes

A word cloud of various causes for a lack of online presence. The words are arranged in a circular pattern around the central text. The words include: outdated, large retail stores, taxes, inaccessible, Amazon, Weak branding, lack of competitiveness, trends, no interest, low quality products, costly, incompetence, and No online presence.

outdated **large retail stores** **taxes**
inaccessible
Amazon **Weak branding**
lack of competitiveness
trends **no interest** **low quality products**
costly **incompetence** **No online presence**

Choose your Vision

**Revitalizing
neighborhood
commerce
through modern
technology**

**Vague enough,
Specific enough**



4

What are the competitors? Pros and Cons?

Glovo!

amazon

GORILLAS

zōna
il negozio a casa tua

LOCALLY

facebook

⋮

Define YOUR solution

A platform that digitizes the network of neighborhood stores, creating an immersive online shopping experience that mirrors the feeling of being physically present

No need for a catalog

Direct sales approach

Sharing content and oneself

Premium Customer Support

6

Build a diverse and complete team

**The tech
guy**

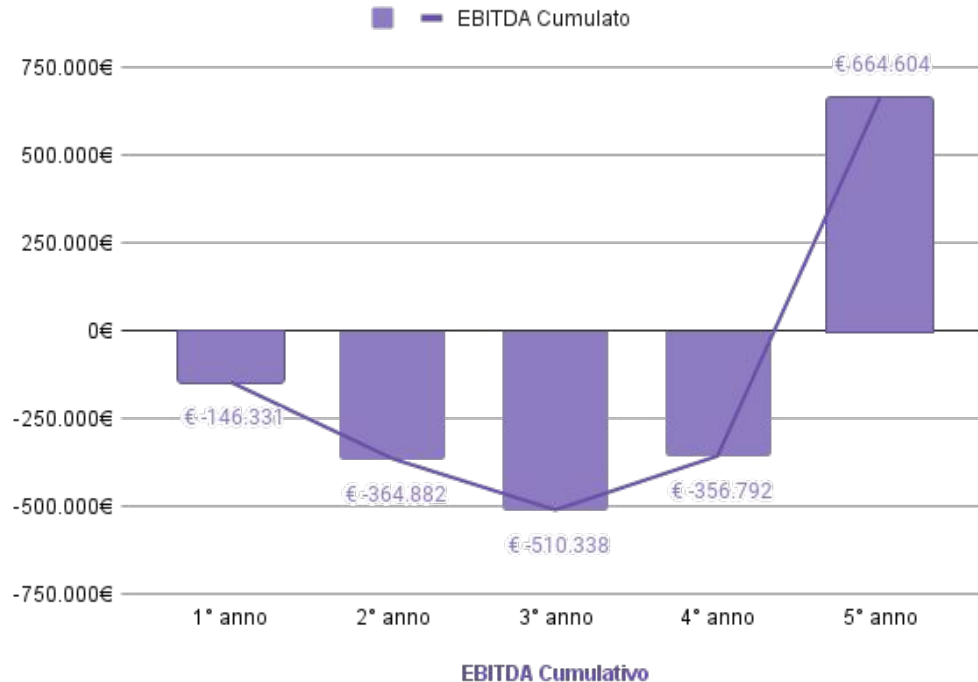


**The sales
man**

**The business
expert**

7

Create a profitable business plan



Motivate everything!

Build the ~~MVP~~ Beta



**FORGET MVPs
!!**

Release it!



**How you do it
will have a
drastic impact
on the launch
results**

Find Partners & Capitals

404

Not Found

The resource requested could not be found on this server!

2.

Hard Truths





**Satisfaction
shouldn't
depend on
success**
Assume that you fail

Don't do it for money

because you won't get any



***Definitely not you**



**Love &
embrace
discomfort**
cherish it as the path to progress

~~Don't~~ Fall in love your idea

If you don't, you can't expect
others to like it.





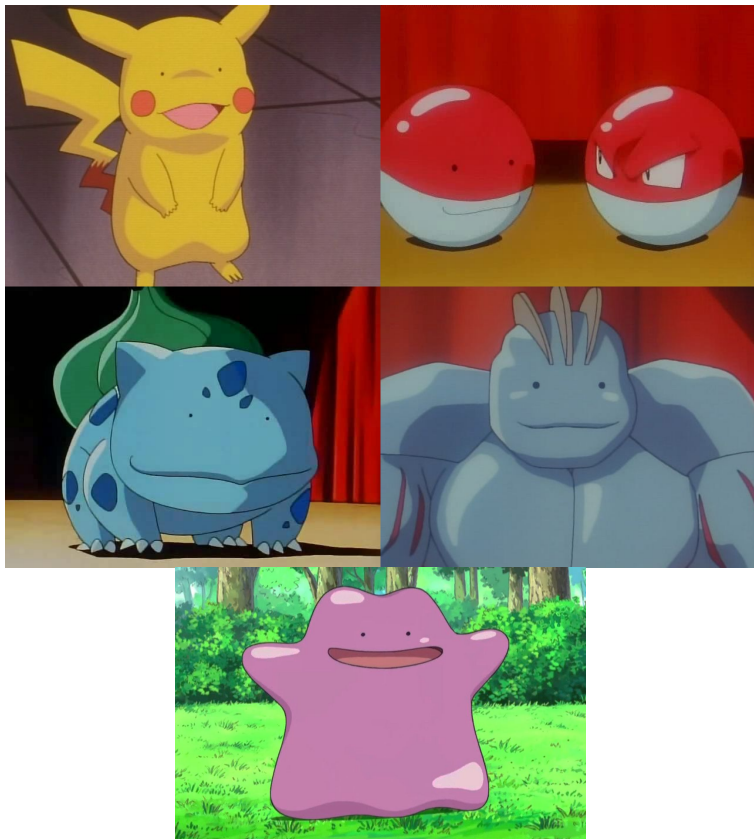
**Your idea
is worth
nothing**

**market success is
what really matters**

**People don't
care as much
as you wish**

inertia is a big monster





**Read the
room and
adapt
be a shapeshifter**



**Do not solve
nonexistent
problems**
focus on what truly matters

**Never get
caught
lacking**

p.s. Lying is a great tool!



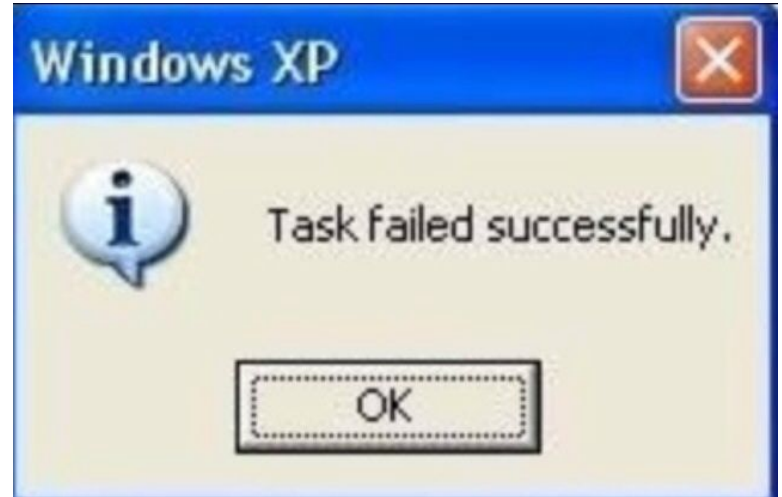


Plan for every possible scenario

It's what being smart is all about

**You can do
everything
right and
still lose**

**necessary but not
sufficient condition**



So, one last question...

**Are you
willing to be**

- ☐ **-Poor**
- ☐ **-Frustrated**
- ☐ **-Alone**
- ☐ **-Overwhelmed**
- ☐ **-Disoriented**
- ☐ **-Insignificant**



If the answer is “yes”



CONGRATULATIONS
YOU'LL BE A GREAT STARTUPPER





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Thank you!