

WANNABE STARTUP

**Lavorare sulla persona vuol
dire lavorare veramente sulla
realizzabilità dell'idea**

A modern dining room with a white table, grey chairs, and large windows. The room features a white wall with a hexagonal clock, a white table with a grey top, and grey chairs with wooden legs. The floor is made of light-colored wood in a herringbone pattern. The text "SU COSA LAVORIAMO" is overlaid in white, underlined, in the center of the image.

SU COSA LAVORIAMO

Competenze tecniche:

Project Management, Design e Visual Thinking, Visual Planning, Presentation Design, Pitching

Competenze trasversali:

Integrazione, tenacia, motivazione, impegno rischio, cautela, intraprendenza

- **Metodologie, tecniche e strumenti utili al Business Modelling e Business Design**
- **Metodologie e strumenti di Comunicazione e Corporate Storytelling**
- **Strategie e canali per il reperimento fondi quali Crowdfunding ed Euro - progettazione**

A dimly lit industrial workshop filled with various machines and equipment. In the background, a worker wearing a hard hat is visible, looking at a large sheet of paper or a blueprint. The foreground features several chairs, including a wooden one and a grey folding chair. A red bucket with the text "LET'S DO THIS." is visible under the wooden chair. The overall atmosphere is industrial and focused.

COME CI LAVORIAMO

learning by doing

- **training**
- **consulenza di processo**
- **coaching**
- **design thinking**

A group of four people (two men and two women) are standing on a rocky, elevated terrain, looking out over a vast valley. The scene is captured during the "golden hour" of sunset, with a warm, orange glow illuminating the sky and the landscape. The people are silhouetted against the bright light. The foreground consists of large, dark rocks. The background shows a valley with some buildings and distant hills under a clear sky.

LA PERSONA

A close-up photograph of several small green seedlings growing in a tray. The seedlings have bright green, rounded leaves and thin stems. The background is softly blurred, showing more plants. The text "LE IDEE" is overlaid in the center in a white, bold, sans-serif font, with a thin white underline beneath it.

LE IDEE

il percorso

- **colloquio di screening**
- **9 incontri**
- **4 challenges**

durata: da 1 a 4 mesi

SCREENING INTERVIEW

analisi del bisogno

SCREENING INTERVIEW

homework

**“la mia carta di identità” e
lean solution canvas**

SCREENING INTERVIEW

homework

KICK OFF

**primo bilancio delle competenze
definizione del framing dell'idea**

USERS AND CUSTOMERS

scopri

GYM PITCHING

PRESENTATION DESIGN

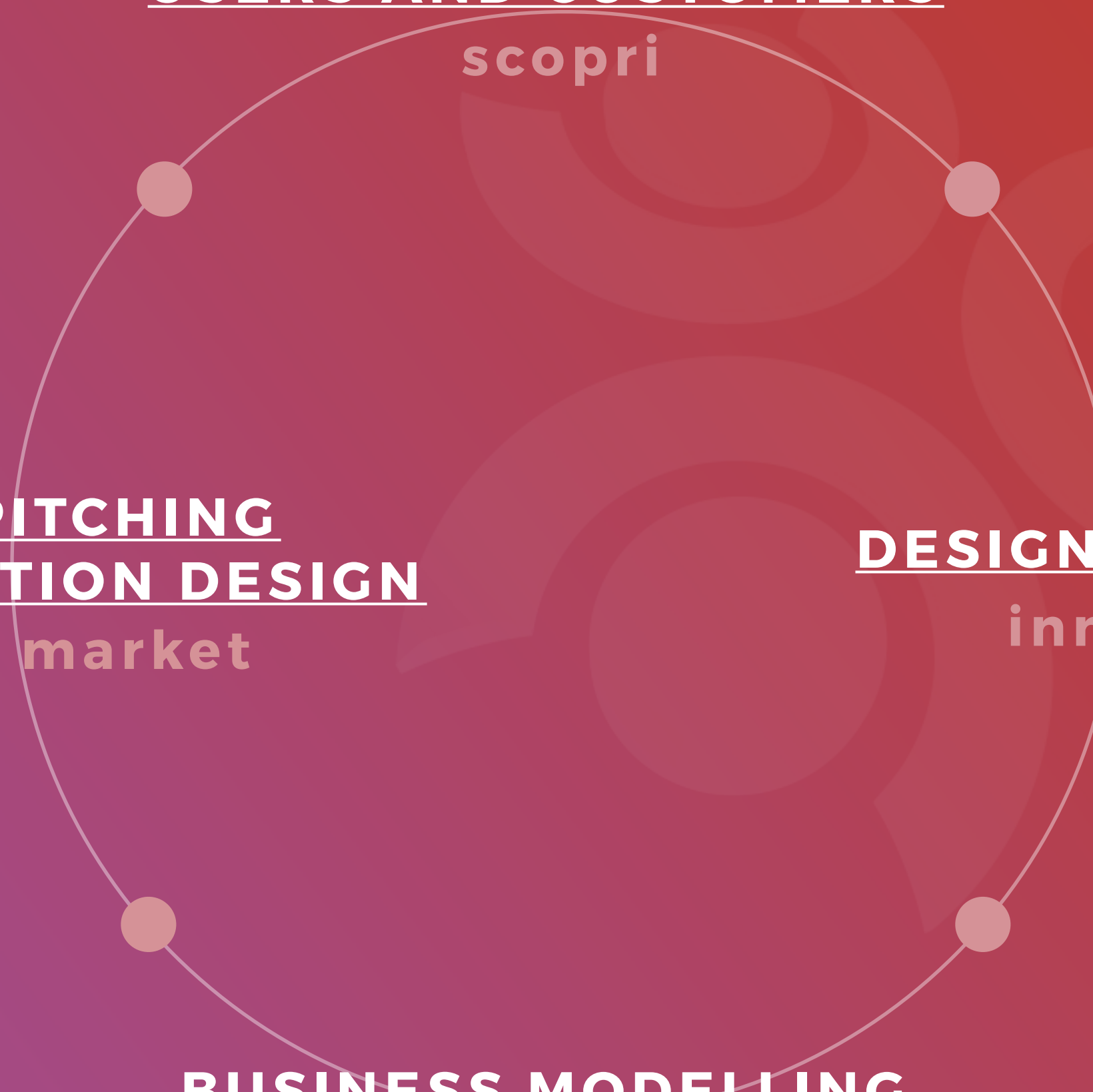
go to market

DESIGN CRITERIA

innova

BUSINESS MODELLING

valida



USERS AND CUSTOMERS

scopri

- **L'analisi di mercato, clusters e personas**

USERS AND CUSTOMERS

scopri

- **Personas e customer journey map**

● **homework**

USERS AND CUSTOMERS

scopri

- **Solution Canvas**

DESIGN CRITERIA

innova

USERS AND CUSTOMERS

scopri

- **SWOT analysis**

DESIGN CRITERIA

innova

● **homework**

USERS AND CUSTOMERS

scopri

- **Business Model Canvas**

DESIGN CRITERIA

innova

BUSINESS MODELLING

valida

USERS AND CUSTOMERS

scopri

- **Business Plan 1.0**
- **Road Map template**
- **Executive Summary**

DESIGN CRITERIA

innova

homework ●

BUSINESS MODELLING

valida

USERS AND CUSTOMERS

scopri

Strumenti per il:

- **Corporate storytelling**
- **Fund raising**

GYM PITCHING

PRESENTATION DESIGN

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DESIGN CRITERIA

innova

BUSINESS MODELLING

valida

USERS AND CUSTOMERS

scopri

in autonomia ●

test con la community

GYM PITCHING

PRESENTATION DESIGN

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BUSINESS MODELLING

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USERS AND CUSTOMERS

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GYM PITCHING

PRESENTATION DESIGN

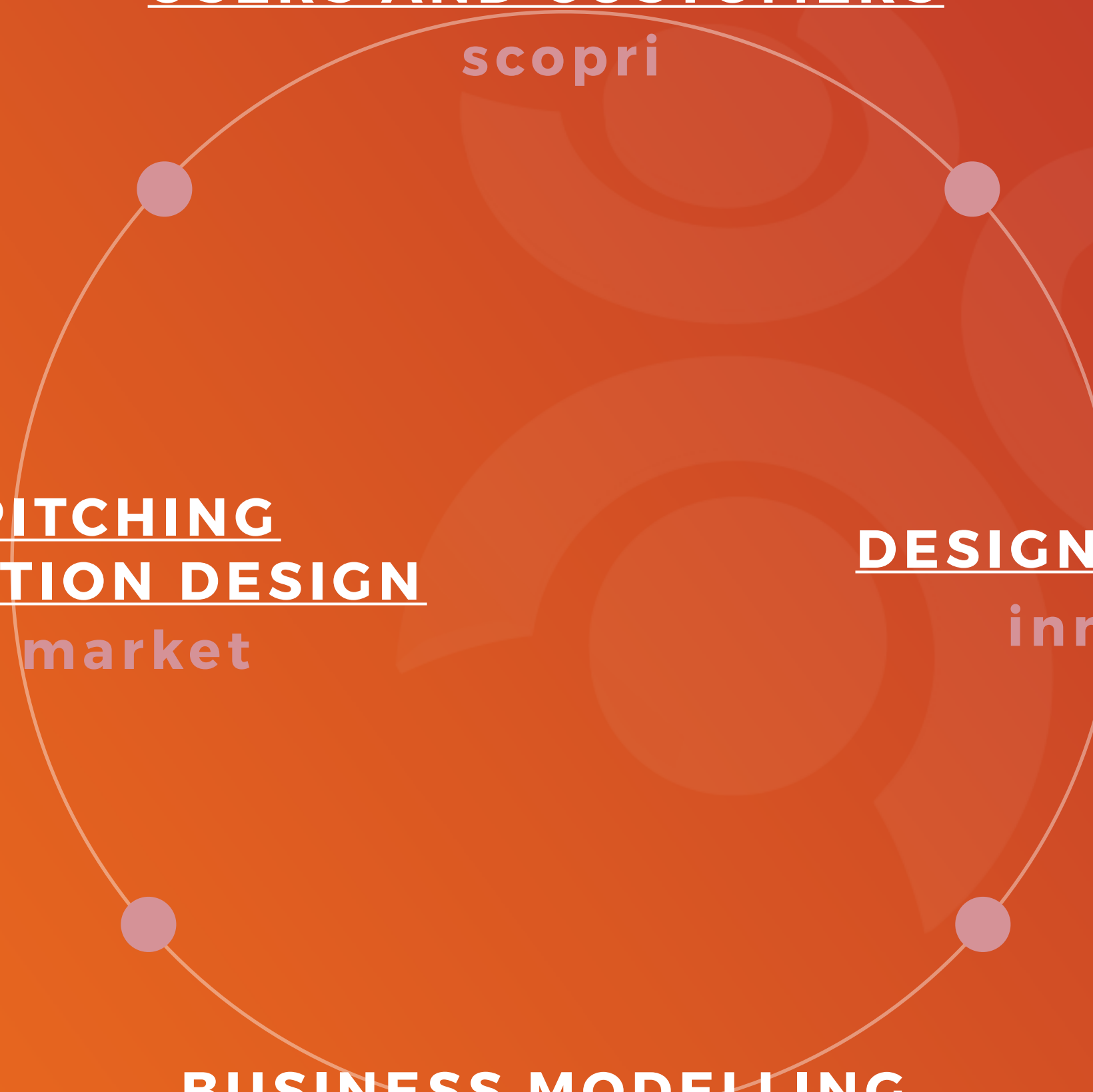
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DESIGN CRITERIA

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BUSINESS MODELLING

valida



SVILUPPO PERSONALE

obiettivo: sviluppo di **attitudini e capacità** personali necessarie per la realizzazione del progetto

SVILUPPO PERSONALE

le capacità oggetto di diagnosi e sviluppo:

Persona:

- **motivazione**
- **rischio**
- **tenacia**
- **intraprendenza**

Team:

- **integrazione**
- **ruoli e responsabilità**
- **processo**
- **disciplina organizzativa**

PROGETTODIVITA.IT



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