



New York: entrepreneurial mission for Italian innovative Start Ups and SMEs

October 8-10, 2018

Studio Lunardi & Partners and Vivaldi Real Estate, regarding the Project of Internationalization and Innovation enterprise named

“ LunardiLAB@StartUpSolutionsHUB ”

and with the technical support of the innovative Italian start up **StudioDigital**, are proud to present the entrepreneurial mission organized in New York from the 8th to the 10th of October 2018, aimed at presenting US investors with the opportunities offered by the Italian “National Industry 4.0”, with a tax credit and fiscal incentive system that has piloted Italy to the 2nd position as the most attractive EU country from a tax perspective for setting up and operating a digital business, after Ireland.

In the worldwide startup and innovation ecosystem New York (the *Silicon Alley*) is ranked second worldwide (second only to the *Silicon Valley*), and it is growing wider and deeper.

Any Italian innovative Start Up or SME enrolled in the special register of the Chamber of Commerce can attend the mission, and will be provided with a proper strategy and project of internationalization able to grab the attention of US investors and companies, encouraging strategical partnership. Other companies not yet certified as “innovative” by the Italian ministry of economic development but with innovative elements in their business should also attend.

The goals of the mission are:

- Making comparisons with the major protagonists of the US innovation ecosystem (especially in the NY area), meeting potential investors, venture capitalists, angel investors, incubators, accelerators, contamination labs and US start ups, ever more interested in cooperating with Italian companies, and investing in Europe starting from Italy;
- encouraging partnerships and strategic alliances between US and Italian operators.

The agenda provides bilateral meetings, one-to-one moments, visiting of the main innovation spaces in NY and many spaces and moments for presentations and pitches, in which every company will present its business, services provided or project. The method and duration of every pitch will be established taking into consideration the number of companies participating.

Companies interested in attending the three day mission must register **by September 24th, 2018**, by filling in and sending the attached form to the Administrative Office, together with the documents pertinent to planning the final agenda and meetings (Chamber of Commerce certificate, short presentation in English with 5 slides max, videos/pitch in Italian and/or English 5' max).

The participation is free of charge, except for the secretarial flat fee. Flight, food and accommodation are paid for and booked by every individual or business independently.

Our offices are at your disposal for any further information.

Yours faithfully,

Milan, September 3rd, 2018

Dott. Lino Lunardi, LL.M.
Founder – Studio Lunardi & Partners

Ing. Guido Pompilj
Co-founder – Vivaldi Real Estate



Location: New York

Date: October 8-10, 2018

Registration Deadline: September 24th, 2018

Administrative office:

Via Arcivescovo Calabiana 6 - 20139 MILANO
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Responsible: Dott. Lino Lunardi

Project: LunardiLAB@StartUpSolutionsHUB

Web sites:

lunardiandpartners.com
commercialistadigital.com
vivaldirealestate.com

Event realized in partnership with:

StudioDigital – innovative start up





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AGENDA

Monday 8 October 2018

9:00 -12:00	Presentation of the Italian start ups to US investors and financiers (Compass, 90 Fifth Avenue)
12.30 – 14.00	Light lunch
14:00 - 18:00	Visit to WeWork Lab and the innovation pole Cornell Tech campus
20:00	Dinner

Tuesday 9 October 2018

9:00-12:00	Bilateral meeting between Italian companies delegation and US start ups (presentations/pitch) (Conference Room, 45 Rockefeller Plaza)
12.30 – 14.00	Light lunch
14:00 -18:00	Visit to New York City Economic Development Corporation (NYCEDC) and the Center for Economic Transformation (CET)

Wednesday 10 October 2018

9:00 -12:00	Visit to the incubator Poly Dumbo and the Fintech Innovation Lab (presentation/pitch by the Italian companies delegation and US start upS residents)
12.30 – 14.00	Light lunch
14:00 - 18:00	Visit to Sunshine Bronx Incubator and the TechStars Accelerator campus (presentation/pitch by the Italian companies delegation and US start upS residents)

We want to help entrepreneurs to growth worldwide, equipping capitals and connections

Top 5 reasons Italian Start-Ups should choice this Mission:

1. Business need a plan
2. Understand tax
3. A new perspective
4. Reputation of the organizers
5. Find a work-life balance

- ✓ Later September 24th, 2018, the Administrative Office will communicate every further information about the agenda, meetings and visits, transfer in NY city, the name of the Italian and US companies involved.
- ✓ The detailed Program will be customized based on the company profiles after the deadline registration of September 24th, 2018.
- ✓ To had value at the initiative and the advertising, we ask you to send to the Administrative Office also the company's logo.
- ✓ **N.B.** Companies who want to take the opportunity offered by this mission to schedule specific meeting, one-to-one moments, business lunch and other special initiatives, they could contact directly the Administrative Office for any logistic and technical aspects .