

The background features a dark blue world map with a glowing blue and white Earth from space in the center. The map is semi-transparent, allowing the Earth and a starry space background to be visible through it. Light rays emanate from behind the Earth, creating a sense of depth and focus.

# TRACTION ACADEMY

## Official Presentation

Marzo 2018

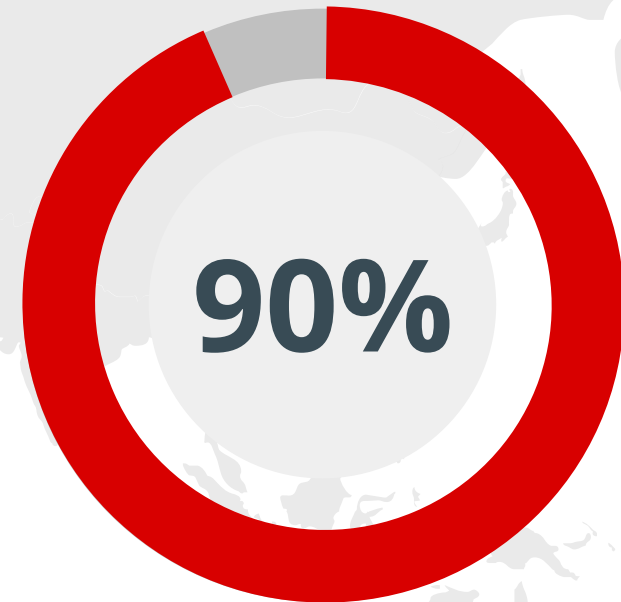
**TRACTION**  
YOUR SCALE UP ADVISOR

# OUR MISSION

**90% of Startups Go Bust  
That's too much!**

**Our goal is to reduce this  
figure**

We do this by combining 60 years of cumulated Digital experience with a unique approach and putting it all at the service of the start-up ecosystem



**STARTUP AVERAGE  
FAILURE RATE**

# 5 AREAS OF TRACTION SERVICES

## **TRACTION** MANAGEMENT

*Traction Management refers generally to any activity aimed at structurally increasing business metrics in a short time, thus generating “Traction”, a fundamental ingredient to demonstrate success....and get funding!*

**Goal:**  
**Better Metrics**

## **TRACTION** ACADEMY

*Devolving your experience to teaching is a way to make a better world. Your company growth can be achieved by developing personal skills with a side by side approach or with structured trainings.*

**Goal:**  
**Better Team**

## **TRACTION** INNOVATION

*The goal to bring Corporations closer to the Startup and the Digital world, requires a diligent professional approach and the ability to deliver value....otherwise is just a sponsorship!*

**Goal:**  
**Innovation**

## **TRACTION** INVESTMENTS

*Chase the vision, not the money; the money will end up following you. We are not a fund, we invest our money it's all for your benefit!*

**Goal:**  
**Money**

## **TRACTION** TOOLS

*Our development team is continuously trying to make the life of Marketeer easier. We have several useful marketing tools that can be used in the every day life of a marketing department.*

**Goal:**  
**Better Life**





**BUSINESS UNIT:  
TRACTION ACADEMY**



# THE PROBLEM

Assessing the right course for the **development of your skills is a hard discovery**

- ✓ **Startuppers**
- ✓ **Managers**
- ✓ **Students**



## AVAILABLE COURSES IN THE MARKET:

- Young teachers with no real marketing experience
- Randomly organised courses
- Theory only courses
- Standardised videos or material
- Copy Past from books
- Boring delivery
- Lack practical examples



**Waste of money!!**



# SERVICE MISSION

## **TRACTION** ACADEMY

*We are devolving our experience to teaching as way to make a better world.*

*Your career growth and the success of your new company can be achieved by developing personal skills with a side by side approach or with structured trainings.*

- We have a specific business model for providing know-how
  - We teach what we have learned by doing it every day
  - We have spent more than €60 Million in marketing during our careers
- 
- We are **not** a generic school nor we teach one-size-fits-all courses
  - We are **not** growth hackers nor we like them
  - We are **not** boring teachers, our style is unforgettable

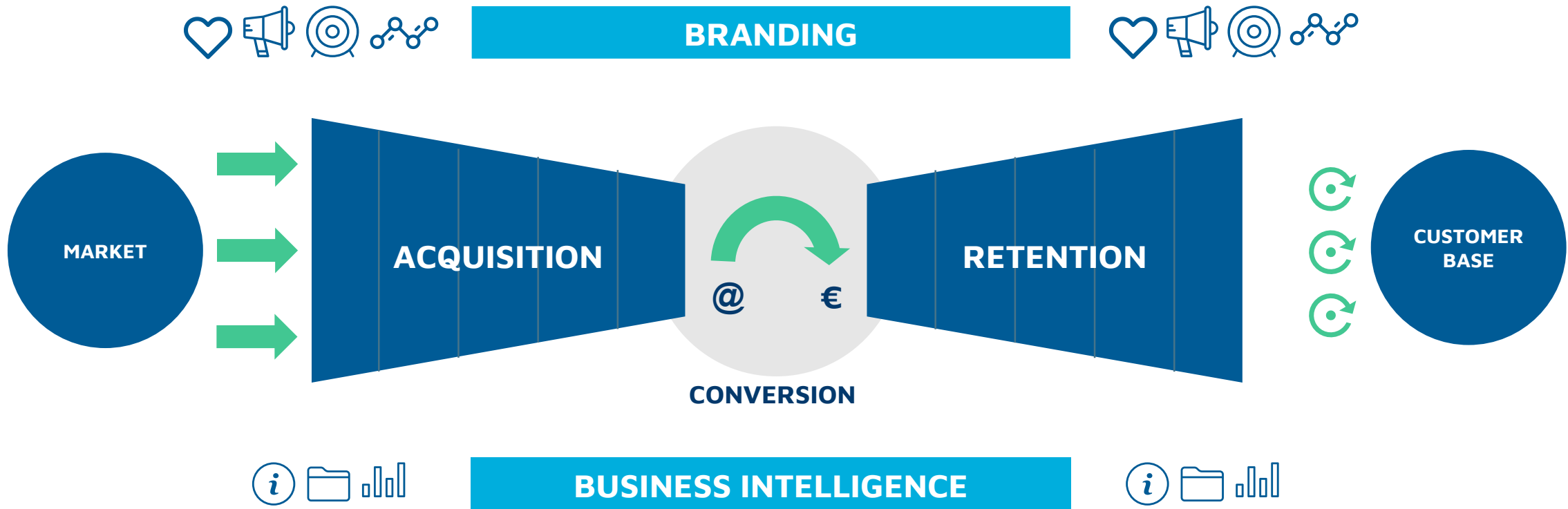


**Program 1:  
DIGITAL MARKETING 360°**



# DIGITAL MARKETING 360°

Our courses start from **Customer Acquisition** and go all the way to **Retention** passing by **Brand** and **Business Intelligence**, we follow the client life cycle

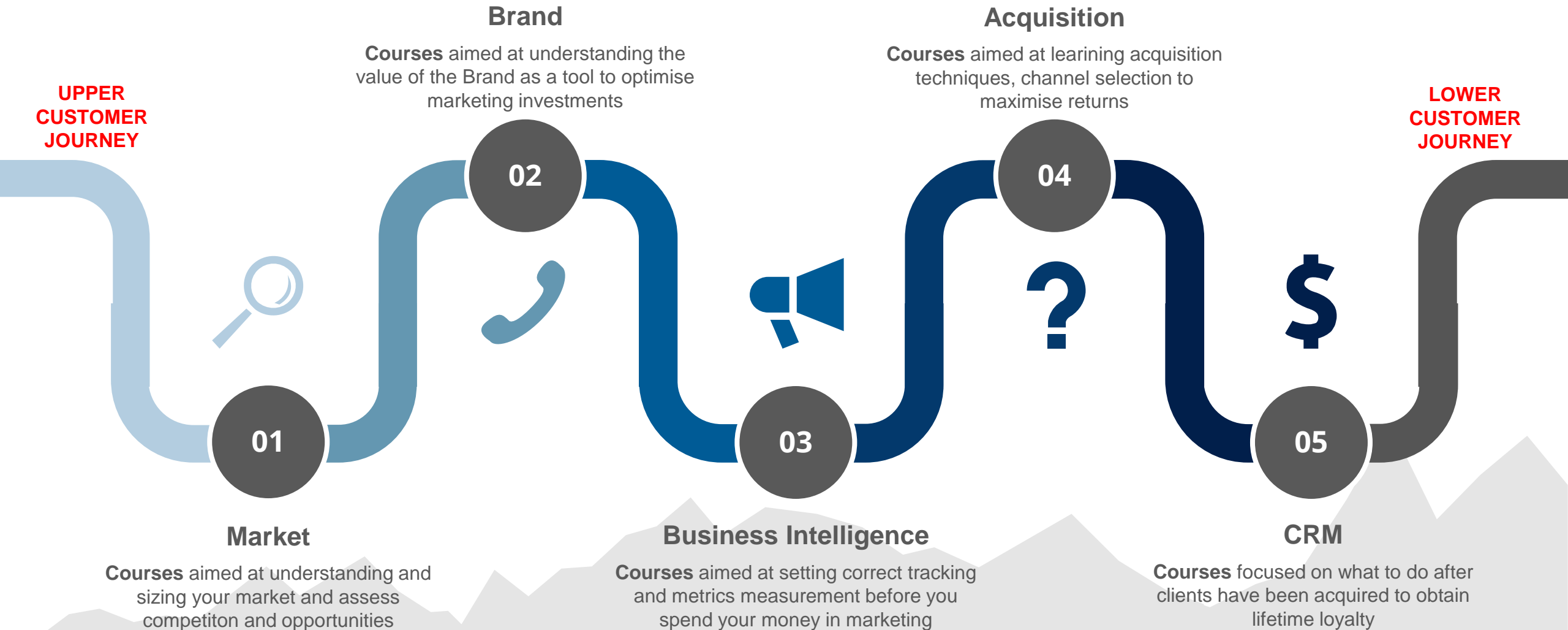


We follow this logic to organise our courses



# PROGRAM LOGIC

In addition to the **structured program** we also cover any phase related to the implementation of **web developments** required in the customer journey



# COURSES LIST

List of standard courses. Additional and tailor made courses can be arranged on demand

01

## Ideas Assessment

We can perform an assessment of your Startup with a tailored tool to suggest you how to move forward

02

## Incubation/Acceleration

Whether to join or not, how to select them and what to negotiate before you give away equity

03

## The Lean Startup

Running a Startup is not trivial, you need to master the Lean methodology.

04

## Financing Strategies

How many rounds are you planning, how to evaluate your company and where to find investors

05

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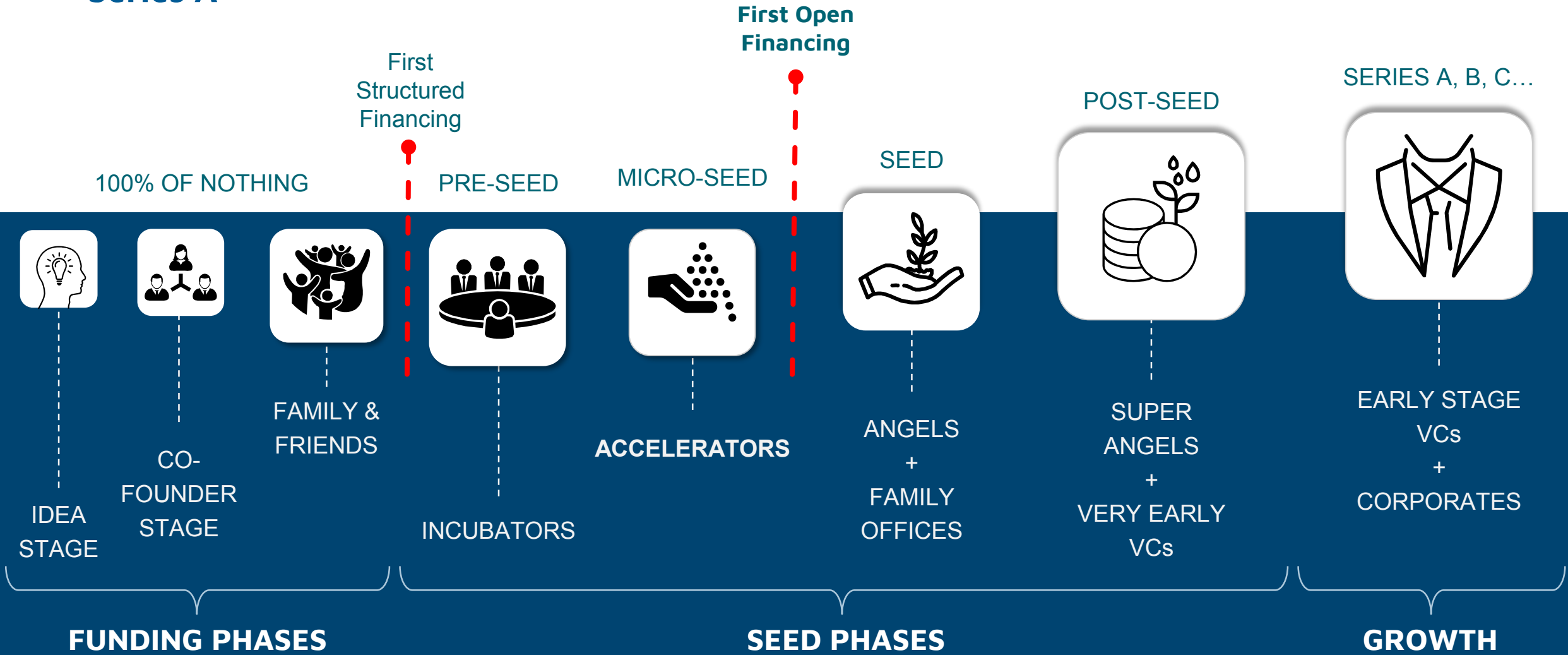
**Program 2:  
THE ART OF THE STARTUP**





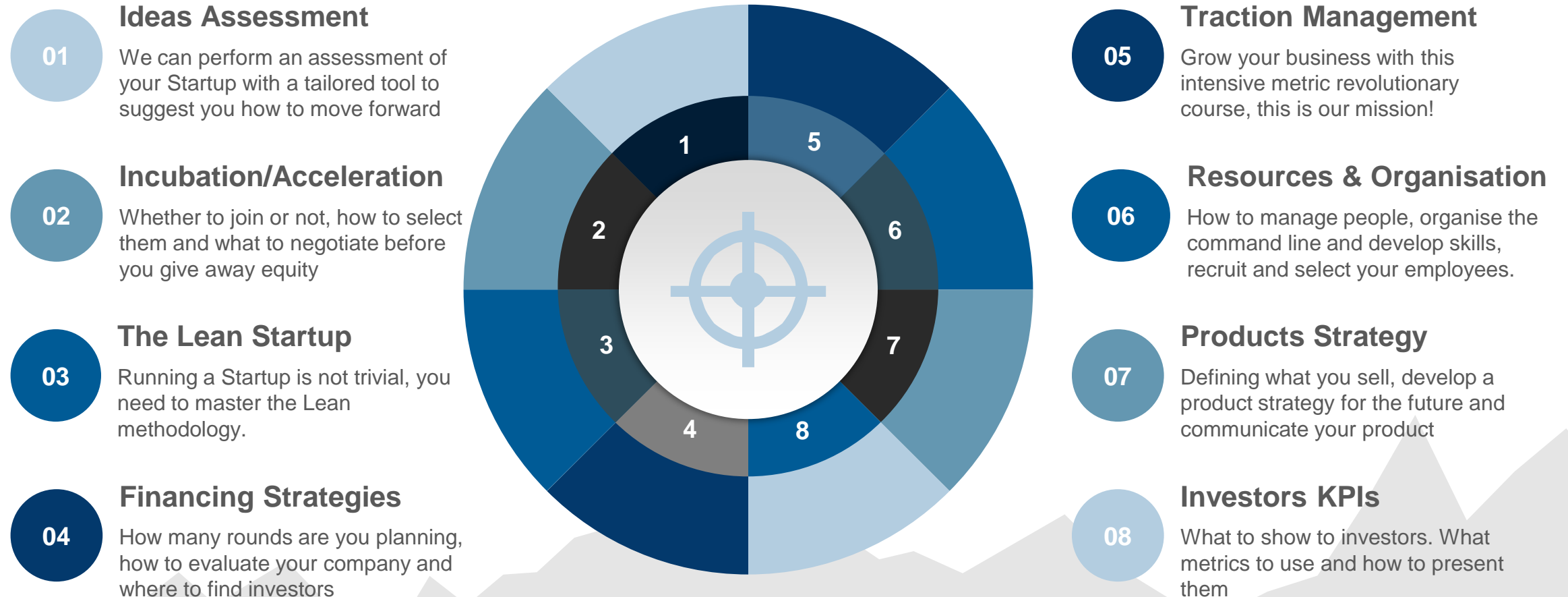
# THE ART OF THE STARTUP

Courses can be **tailored to a specific industry vertical**, but more conveniently to the **stage of development** of the founders and the team attending the course, **from Idea to Series A**



# PROGRAM LOGIC

With more than **30 Startups done by ourselves**, and thanks to the close collaborations inside the best accelerators in Italy and abroad, we can teach **serveral Startup focused course**



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# Additional Programs



# ADDITIONAL PROGRAMS

Through our **strategic partners** we are able to extend our teaching offer onto additional topics



## Financial, Legal and Accounting

All you need to set-up your company, manage accounts and deploy correct contractual structures.



## Specialised Online Verticals

Basic training focused on Google Adwords, FB Advertising and other beginners packages to start your digital career.



## Professional and Managerial Development

Middle management, customer service, and plenty of other corporate education courses for your company.



## Hard core entrepreneurs program

Two months of extreme confrontation will take you at different level of consciousness, you will be ready to apply all you learn and experience in your enterprise!

ALTURA LAB



ASSET MANAGEMENT



STRATEGIC PARTNERS



STUDIO STERN/ZANIN/GIGLI



OPEN ENTERPRISE SPACE





## Our Teaching Experience





# AWARD WINNING AND TOP END SCHOOLS

**TRACTION**  
YOUR SCALE UP ADVISOR

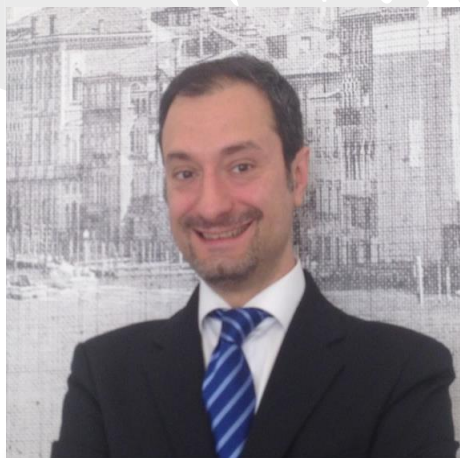
We don't teach **everywhere... ..just not anywhere!**



*awarded "Best Teacher of the Year"*



# TEACHERS



**Pier Francesco Geraci**  
CEO

Top Manager, Start-Upper and former Strategic Consultant specialised in the Digital Industry with 20+ years of experience on sectors ranging from Telecoms to E-commerce, Entertainment and Gambling, with recent activities as Angel Investor

Pier is Professor at LUMSA teaching a course in Web Marketing and a course in Digital Advertising.

Pier teaches the Customer Management Module at LUISS Guido Carli Master in Marketing Management

Pier Holds several seminars at PI-Campus and LuissEnlabs

Pier is involved in the regional teaching program called BIC Gym all around the Lazio region

Alessandro teaches Business Modeling & Lean Startup at LUISS Guido Carli Business School

Alessandro teaches at the Master in Strategic Marketing & Digital Communication and at the Master in International Business & Management Innovation at John Cabot University

Alessandro holds several seminars on digital marketing and innovation at Altura Labs, Geeks Academy and other private institutions and is involved in the regional teaching program called BIC Gym all around the Lazio region



**Alessandro Cavallo**  
Partner

Start-Upper with 10 years of hands-on field experience on B2B & B2C customer acquisition. Now Mentor at LUISS Business School, Start-up advisor at Babaiola, Donapp and DiveCircle. Member of Angel Partner Group investor community.

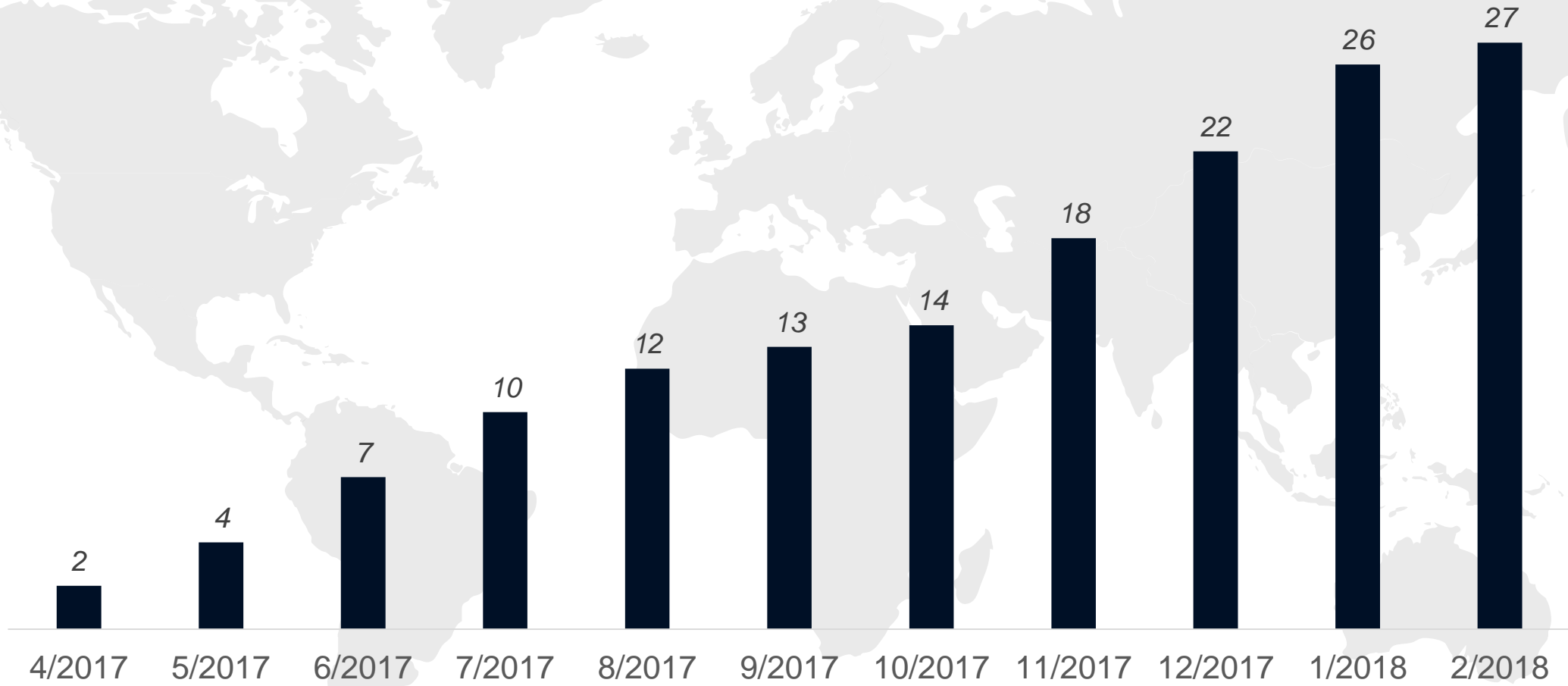


**Our Clients and reviews**





# NUMBER OF CLIENTS



## CLIENTS.. SOME OF THEM



BUDGETS BUSINESS SOLUTIONS

CROWDBOOKS



SHOPAROUND



meetingpackage



## CLIENTS REVIEWS

*"Thanks for all your support, you have been very important for us. Since the very beginning we met so many so-called gurus, but only with you we managed to build trust and find the help we needed."*



**Mirko Oliveri**  
CEO Verticomics

*"From CRM, fundraising and business development, my team and I have learned so much from you guys."*



**Simone Ridolfi**  
CEO Moovenda

*"Focus on turnover, you taught us so much on how to make money, focus on the shortest path to reach goals. Not only, you have also the hands-on approach, WOW! It is hard to find guys like you around."*



**Alessandro Salvati**  
CEO Nextwin



## CLIENTS REVIEWS

*"Professionality and Passion married together! A result driven support: the only thing that matters for a startup is growth, and also thanks to their support we achieved +300% YoY."*

*«Compliments for the strategic and operational contribution and for the support to the development of the whole team.."*

*"You have been Awarded the title of:  
**BEST TEACHER OF THE YEAR**  
At ABC ACCELERATOR in Lubiana."*



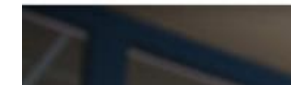
**Giorgio Sadolfo**  
CEO Filo



**Andrea Genovese**  
CEO Social Academy



**Ksenjia Jaklic**  
ABC Accelerator

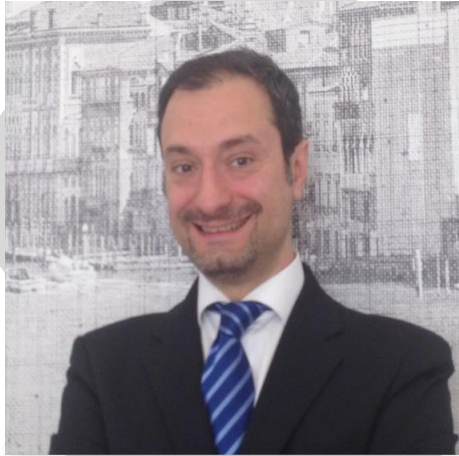




**The Team**



# TRACTION MANAGERS



**Pier Francesco Geraci**

CEO

Top Manager, Start-Upper and former Strategic Consultant specialised in the Digital Industry with 20+ years of experience on sectors ranging from Telecoms to E-commerce, Entertainment and Gambling, with recent activities as Angel Investor Pier is also Professor at LUMSA teaching Web Marketing.



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**Eugenio La Mesa**

Advisor

More than 25 years of experience in software, Internet Marketing, International Business Development and Sales. Co-author of the book "Selling and buying on the Internet" (Sperling & Kupfer, 1997). Winner of the Microsoft Italy prize for the most innovative Internet solution (1997). LUISS-EnLabs & Ashoka advisor.



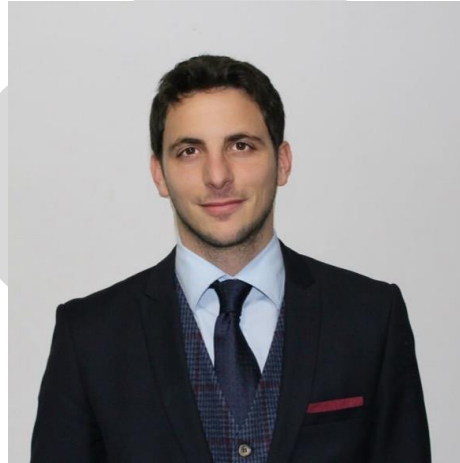
## TRACTION EXPERTS



**Giacomo Iaderosa**

Acquisition

Digital Marketing lover with over 6 years of hand-on experience, specialized in Users Acquisition for b2c and b2b markets. He is dedicated to support Startups to grow the users base by minimising acquisition costs. Fast worker, flexible and result oriented, Giacomo is Google Certified.



**Andrea Zezza**

CRM

Andrea comes from a multi-year experience in the Gambling industry where he developed and consolidated unprecedented CRM techniques and achieved top end results. Today Andrea wakes up in the morning and asks himself how he can increase conversion and retention for the Startups he is assigned to.



**Gian Maria Brega**

Digital PR

Top manager, entrepreneur and consultant, with 20 years of experience, ranging from tech to consumer electronics, real estate, green economy and more. Specialized in marketing and communications, he is also a writer/editor since the internet had the shrill sound of 33.6k modems.

# TRACTION DEVELOPERS



**Mikele Ferraro**

Traction Partner

Former Special Forces Military, in 2009 Mike answered his calling to become a Serial Global Entrepreneur by founding many companies around the World. He resides part of the year in Europe and dedicates the rest of his time to traveling in Asia, America and Africa. In terms of International Business Development, we believe we have got those regions covered!



**Giovanna D'Esposito**

Traction Partner

Top Manager with 25 years experience in sectors ranging from FMCG to E-commerce, Consumer Credit and Gambling. Solid experience and skills in Cross-border Expansion, Digital Start-ups, and Team Leadership. Giovanna will turn our venture into a global business and will follow the development of our internal staff.



**Marju Teras**

Traction Partner

Marju has been involved in some of the top Innovation projects in the baltic area. She was the Manager and coordinator of the Program & Partnership at Startup Wise Guys, the leading B2B technology Startup accelerator in Europe, Marju's mission is to introduce [Traction](#) into the international Startup ecosystem.



# TRACTION

YOUR SCALE UP ADVISOR

## Contacts

Don't miss the opportunity to get in touch with us. Call us now!



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**info@tractionmangement.it**



**www.tractionmangement.it**