



TRACTION MANAGEMENT
Official Presentation

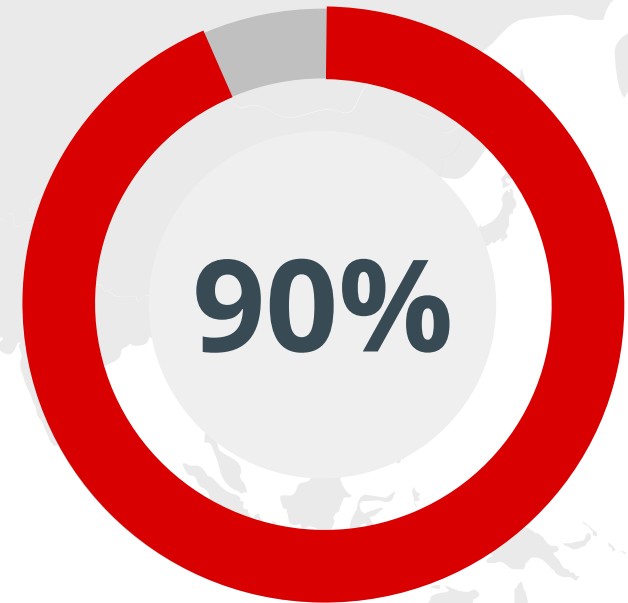
TRACTION
YOUR SCALE UP ADVISOR

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 MANAGEMENT**



THE PROBLEM

After the first founding, or after the Acceleration phase, most Startups fall into what's called the Post-Acceleration Slump, they don't spend their money well, they don't perform.



WHO HELPS THE IN THIS PHASE:

- Normally NONE
- Randomly selected young and unexperienced people
- Growth Hackers
- Their Accountant
- Investors, once in a while
- Expensive agencies
- Cash burning pirates



Waste of money!!

SERVICE MISSION

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!

- We have a specific business model for providing services to Startups
- We generate traction for our Startups month after month
- We share the success of our Startups
- We have a performance based approach
- We are **not** a web agency or a media agency
- We are **not** a consulting company
- We do **not** affect negatively the cash flow or the burn rate

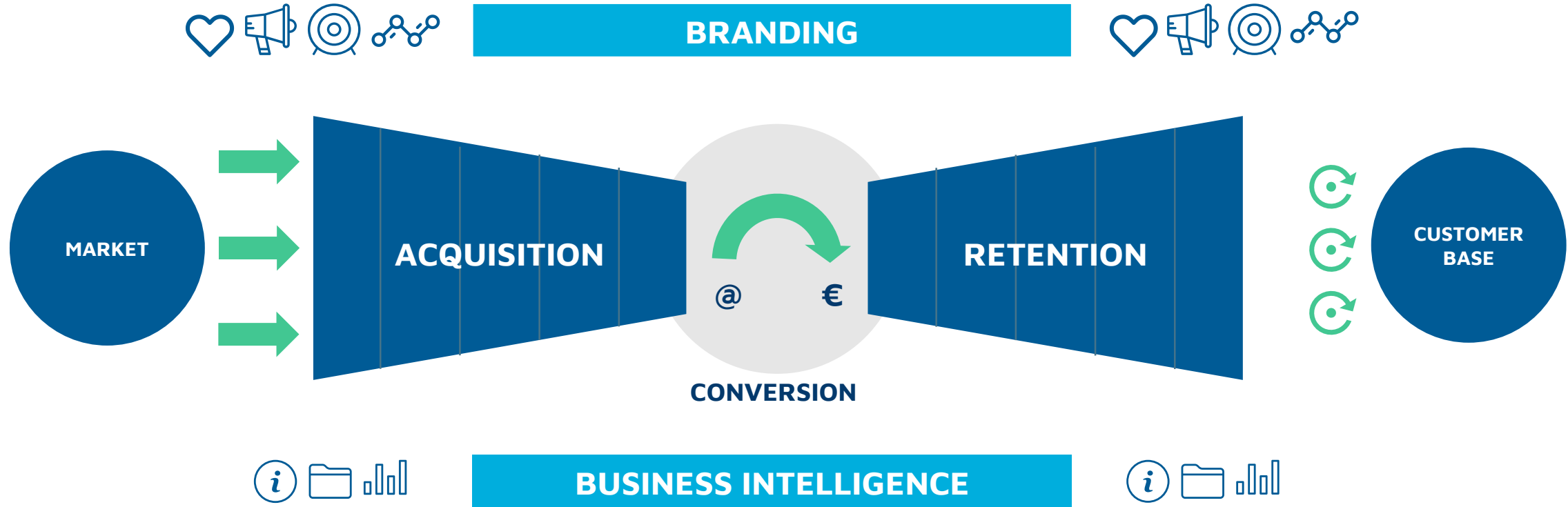


Our Services



360° OF DIGITAL MARKETING

Our work starts from **Customer Acquisition** and goes all the way to **Retention** to increase your metrics and generate **Traction**

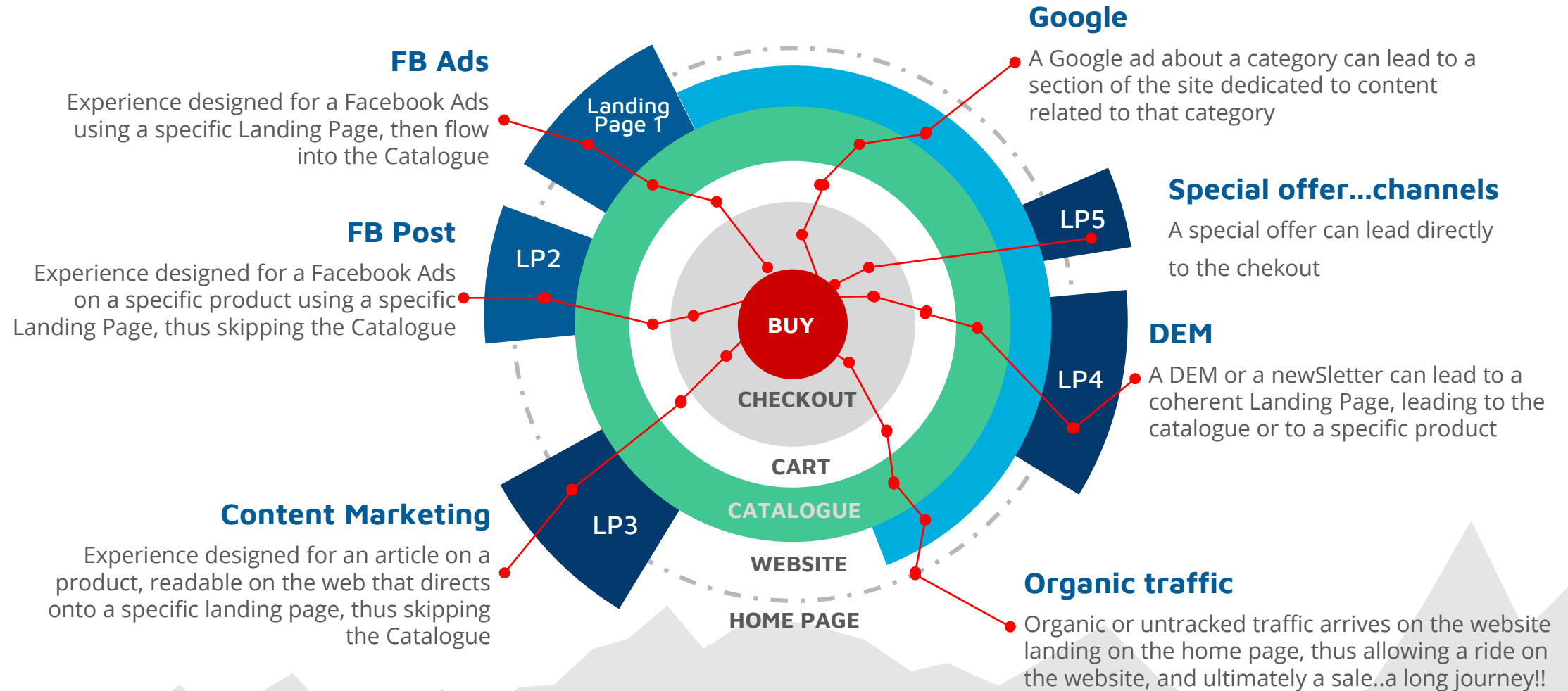


EXAMPLES

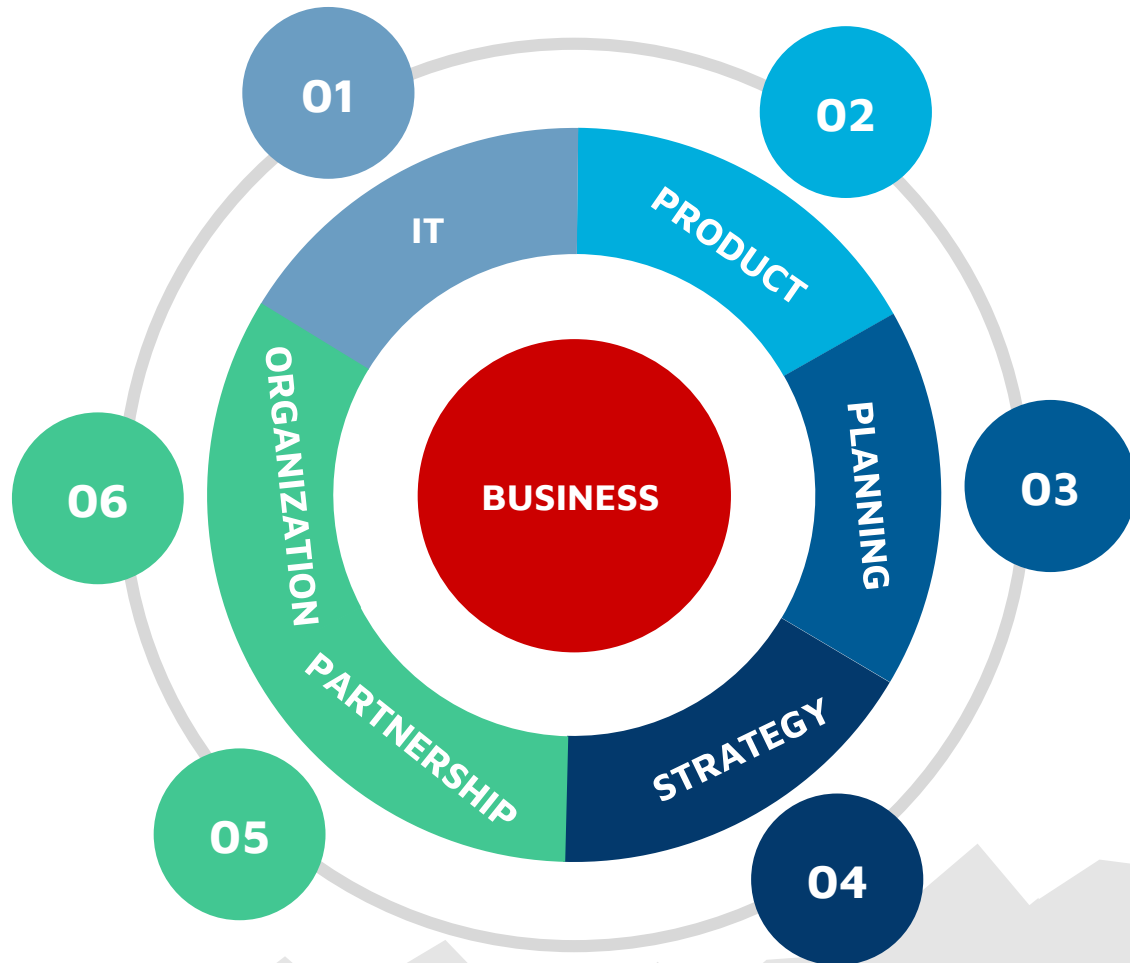
- Google Campaigns
- Facebook Campaigns
- PR & Communication
- Conversion Protocol
- Engagement
- Life Cycle Mapping
- Growth Management
- Loyalty Programs
- Retention Marketing

CUSTOMER JOURNEY OPTIMIZATION

We think there is a specific way to acquire each customer



BUSINESS ADVISORY



We can support you on several areas

As professionals with many years of experience we are able to assist your company in several strategic areas which fall into the classic strategy consulting service:

- **General Business Strategy**
- **Business Modelling & Planning**
- **Product Strategy and Provisioning**
- **Partnerships and Suppliers support**
- **Organization definition**
- **IT Strategy and Suppliers management**



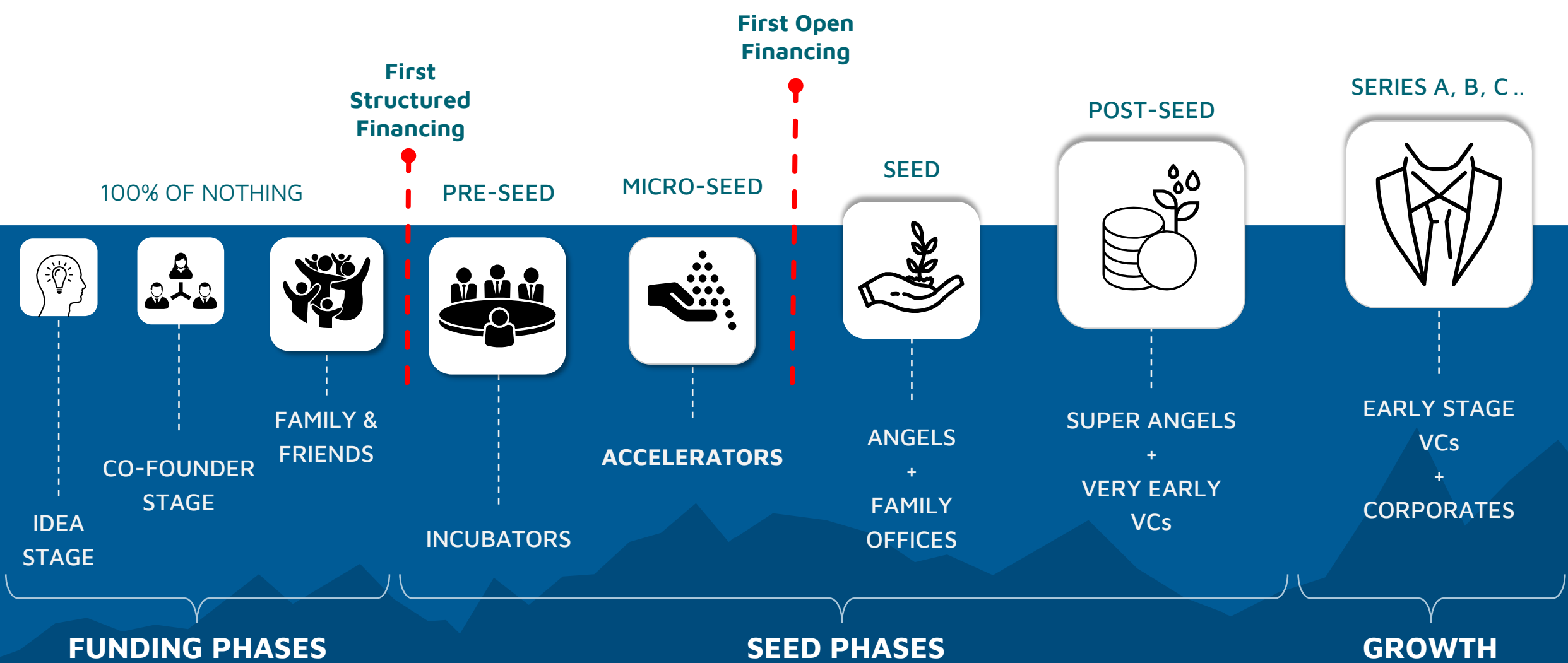
Our Approach



WHEN DO WE COME IN?

Post Acceleration phase

HERE!

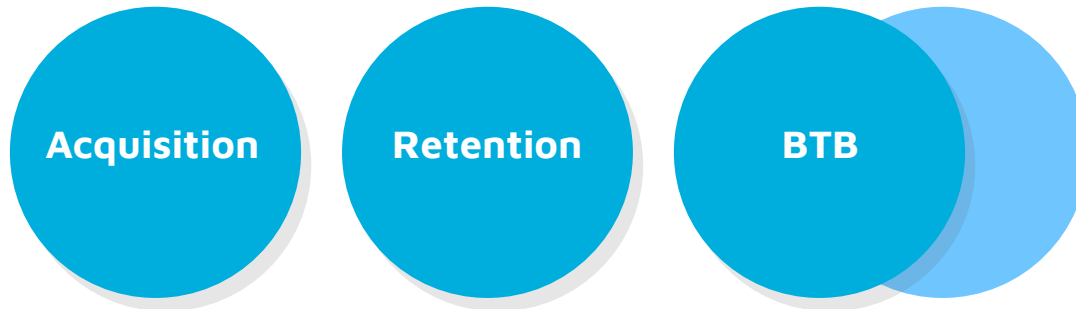


OUR WORK METHODOLOGY

Two type of people will work with you and your team

TRACTION MANAGERS

Senior



HORIZONTAL COMPETENCES

- Each Client can be followed by one or more Traction Managers (ie: one day per week)
- Each Traction Manager covers several specific Areas of the Business
- All of them have Senior Know-How and can cover any Strategic issue

TRACTION EXPERTS

Expert



VERTICAL COMPETENCES

- Our Experts can follow our clients with a higher work commitment (ie. 2/3/5 Days per Week)
- Each Expert is competent in one specific Area and can also transfer know-how to internal resources
- All of them have Expert Know-How and can cover any industry sector

BENEFITS FOR THE ECOSYSTEM

The entire **startups ecosystem** will benefit from our Traction services



Investors

We represent a soft «insurance» for investors who gladly appreciate our support for the Start-Up they invested in



Accelerators

We complement the Accelerators work by supporting Start-Ups during the acceleration period and after



General Service Providers

Coworking, IT and several other suppliers enjoy revenues from Start-Ups which thanks to our job will last longer

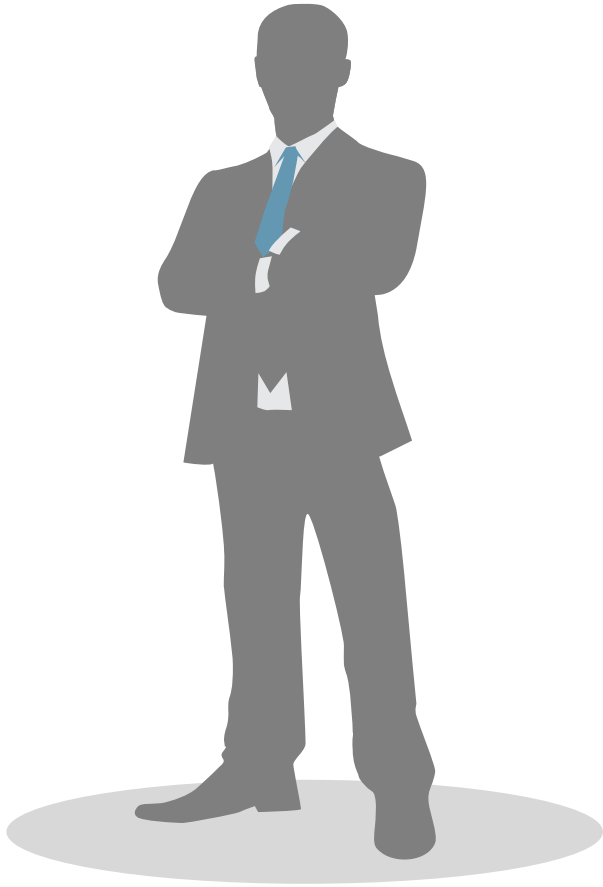


Start-Ups

At the core of our activity are of course Start-Ups, by supporting them we facilitate growth and success



PROJECT TERMS & CONDITIONS



We follow your success

Our fees can be increased every month naturally or according to a key metric.



Turn Our services ON & OFF at will

With an email, our services can be turned ON and OFF, no problem!



5 Days Payment

We only ask for invoices to be paid in 5 days since we need to pay our resources.



3 Months Minimum Duration

We think this is the minimum to demonstrate results, but we are open to discussion.

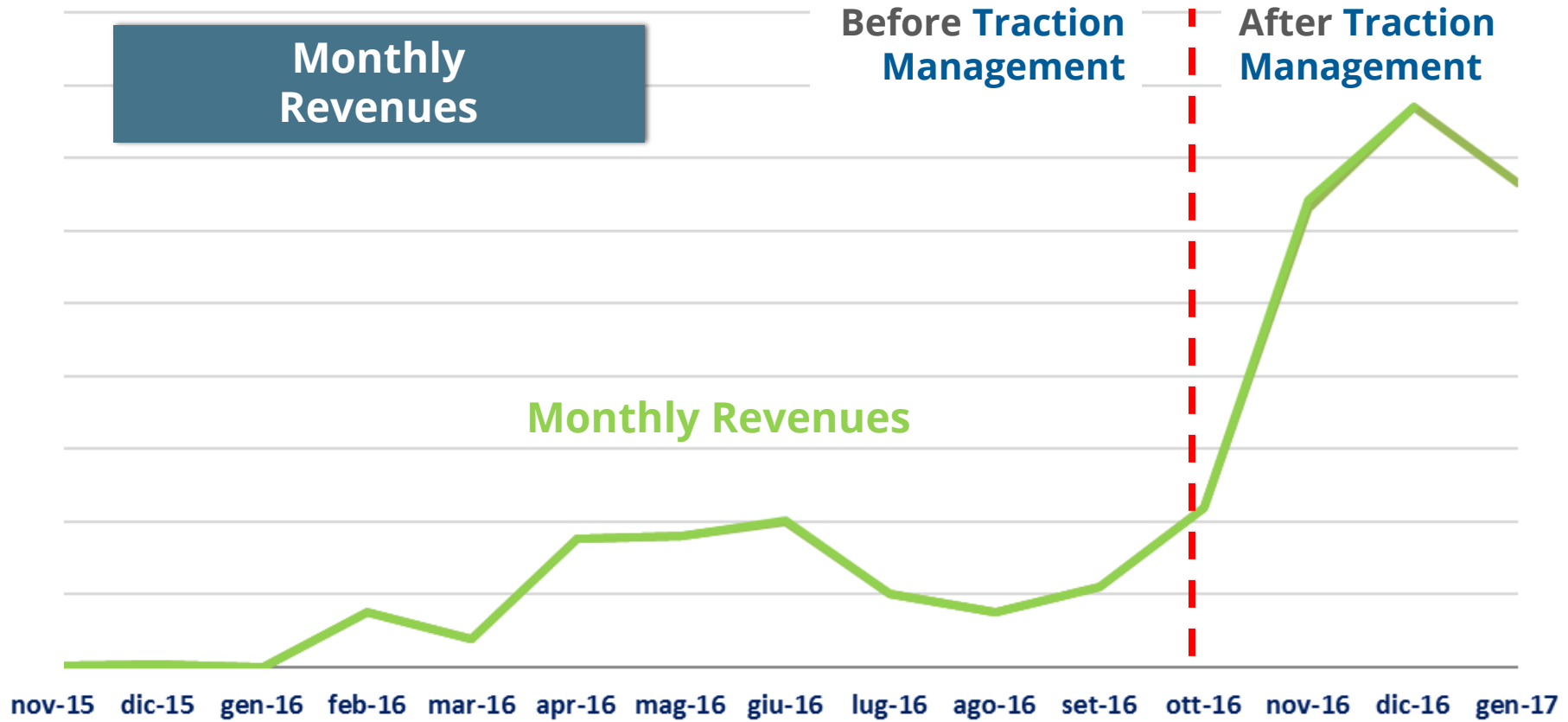


Our Results

What happens after we come in..

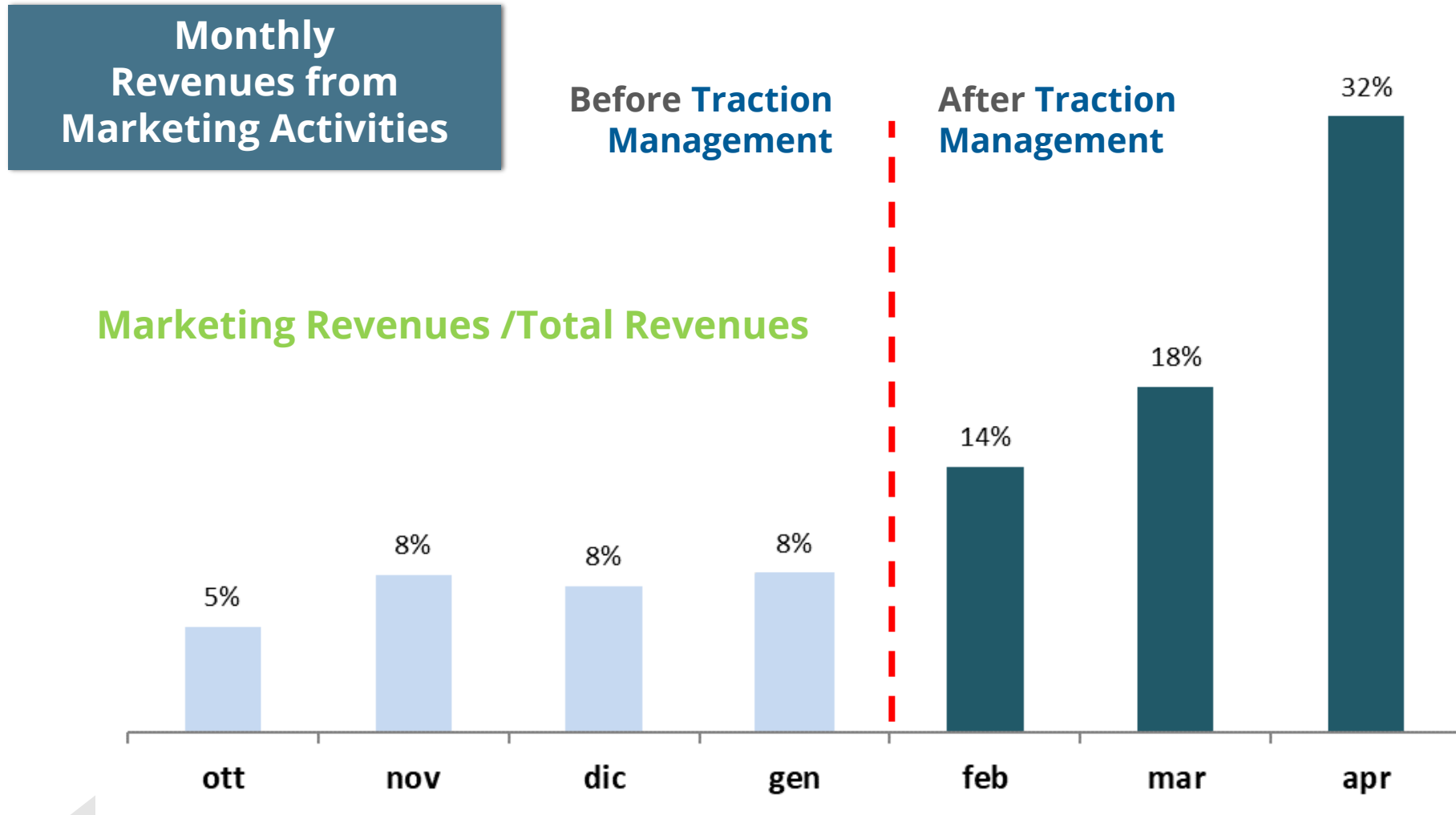


ACHIEVEMENTS – REVENUES INCREASE



Results from One of our Start-Up

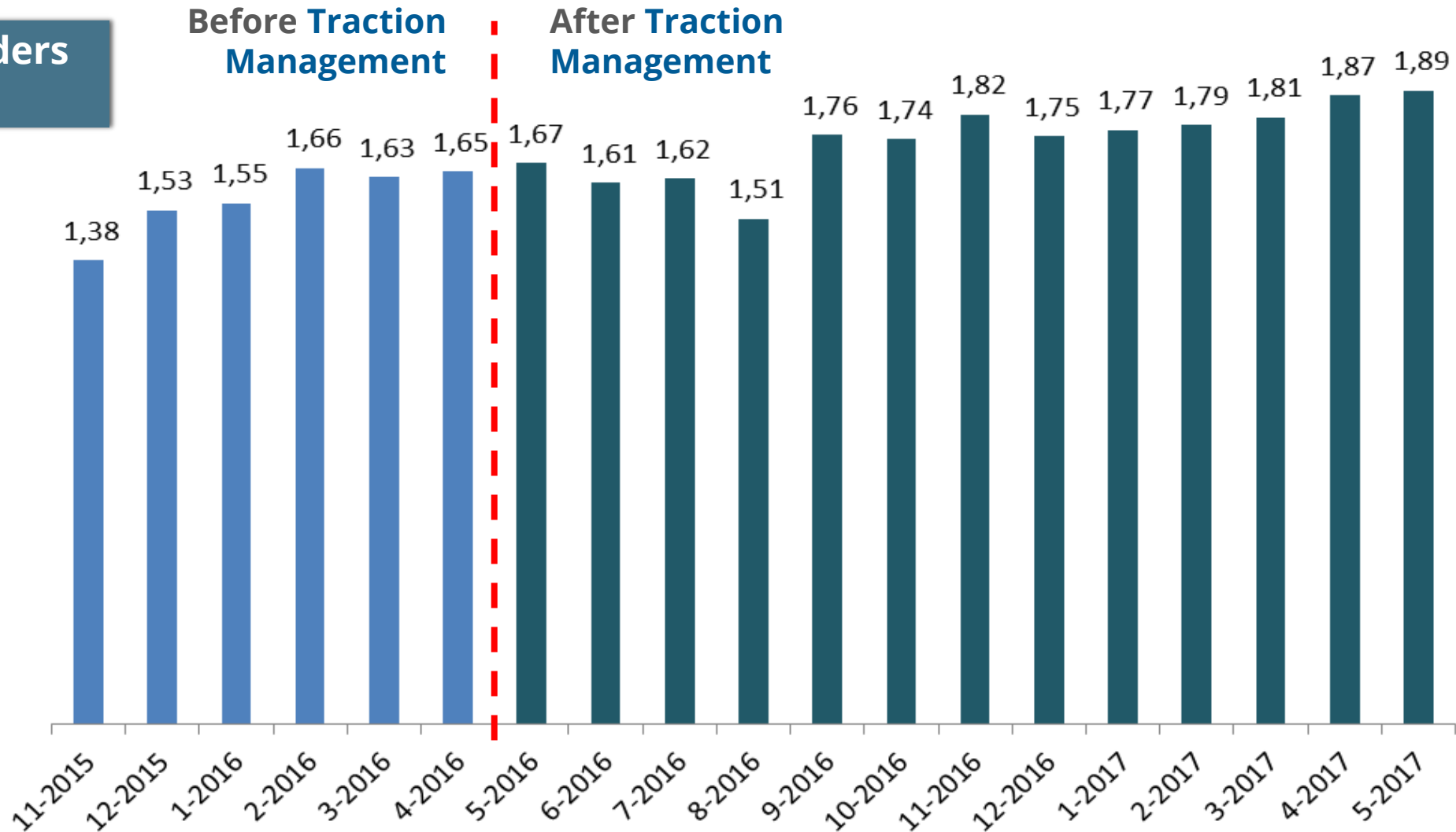
ACHIEVEMENTS – MARKETING CONTRIBUTION



Results from One of our Start-Up

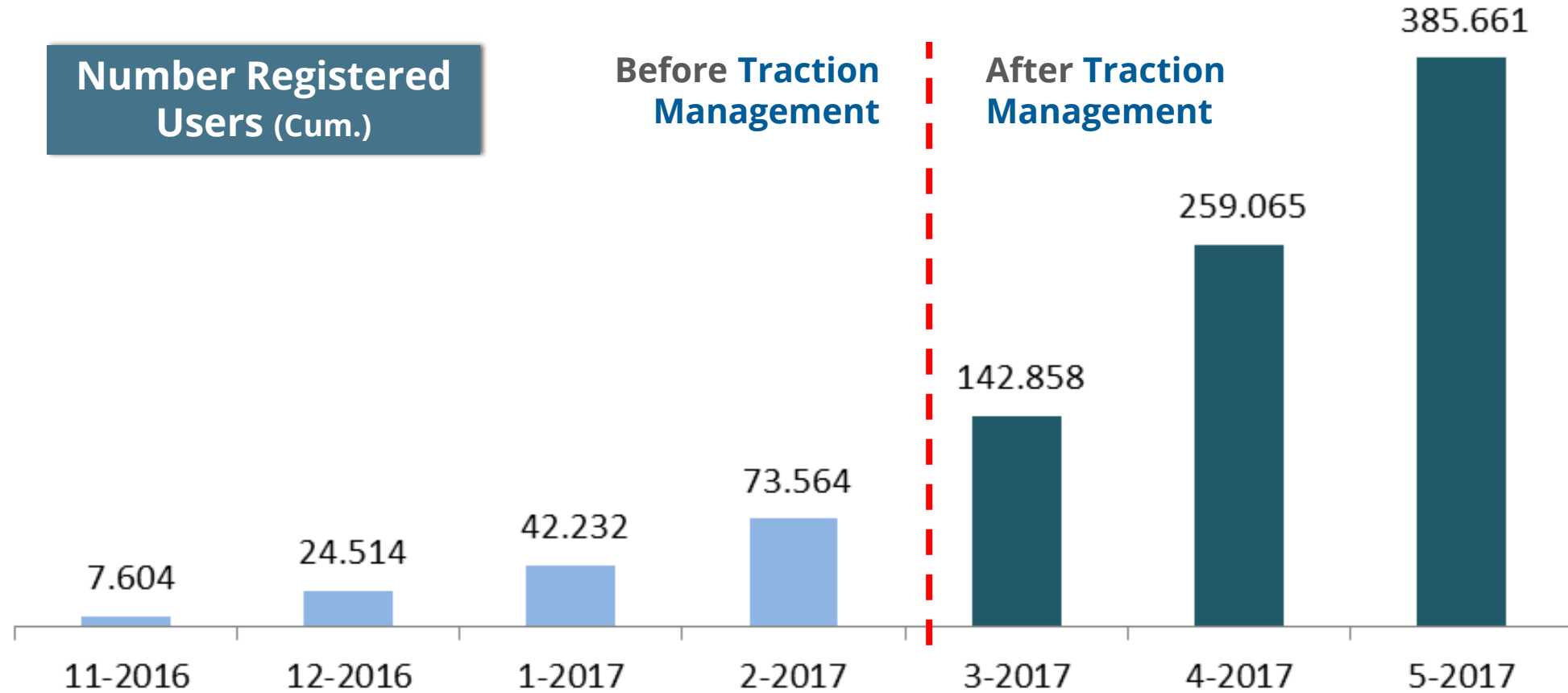
ACHIEVEMENTS – ORDERS PER CLIENTS

Number of Orders
per Client



Results from One of our Start-Up

ACHIEVEMENTS – REGISTERED USERS

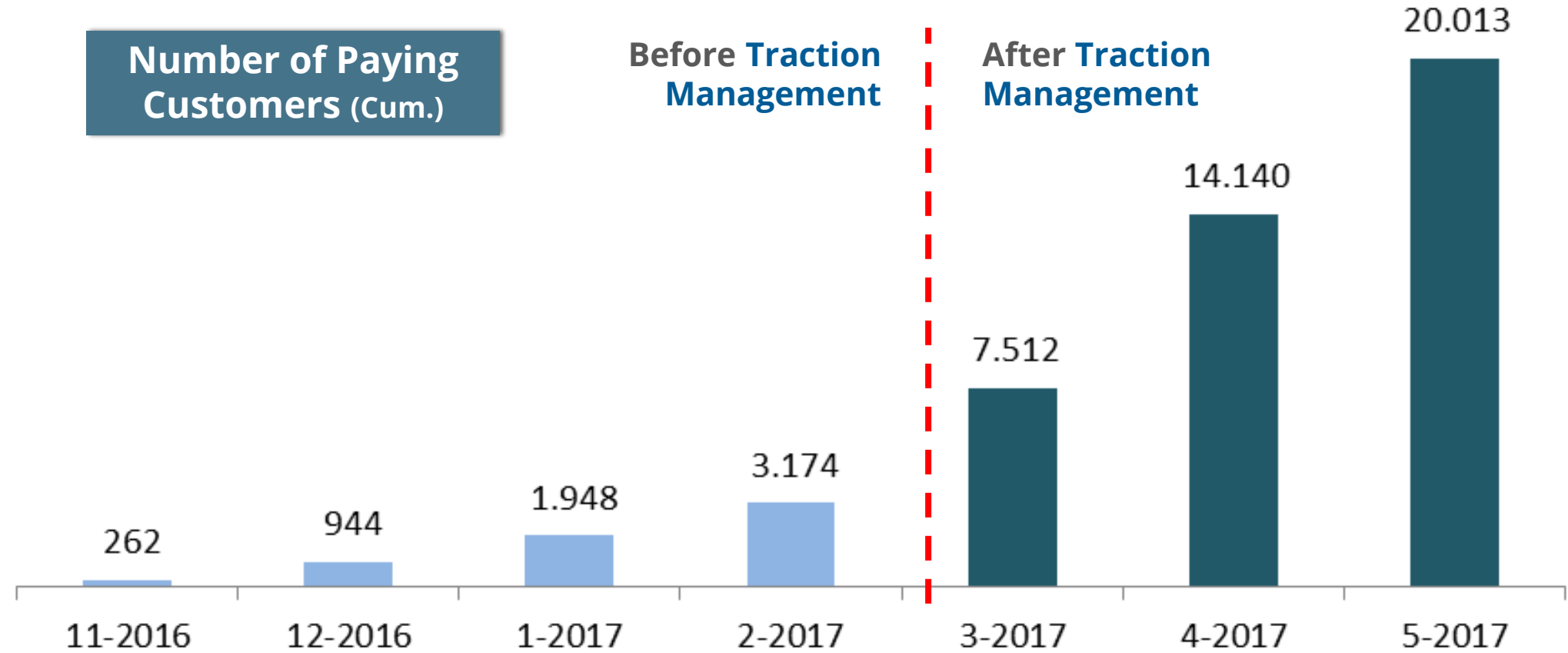


Number Registered Users (Cum.)

Before Traction Management

After Traction Management

ACHIEVEMENTS – PAYING CUSTOMERS



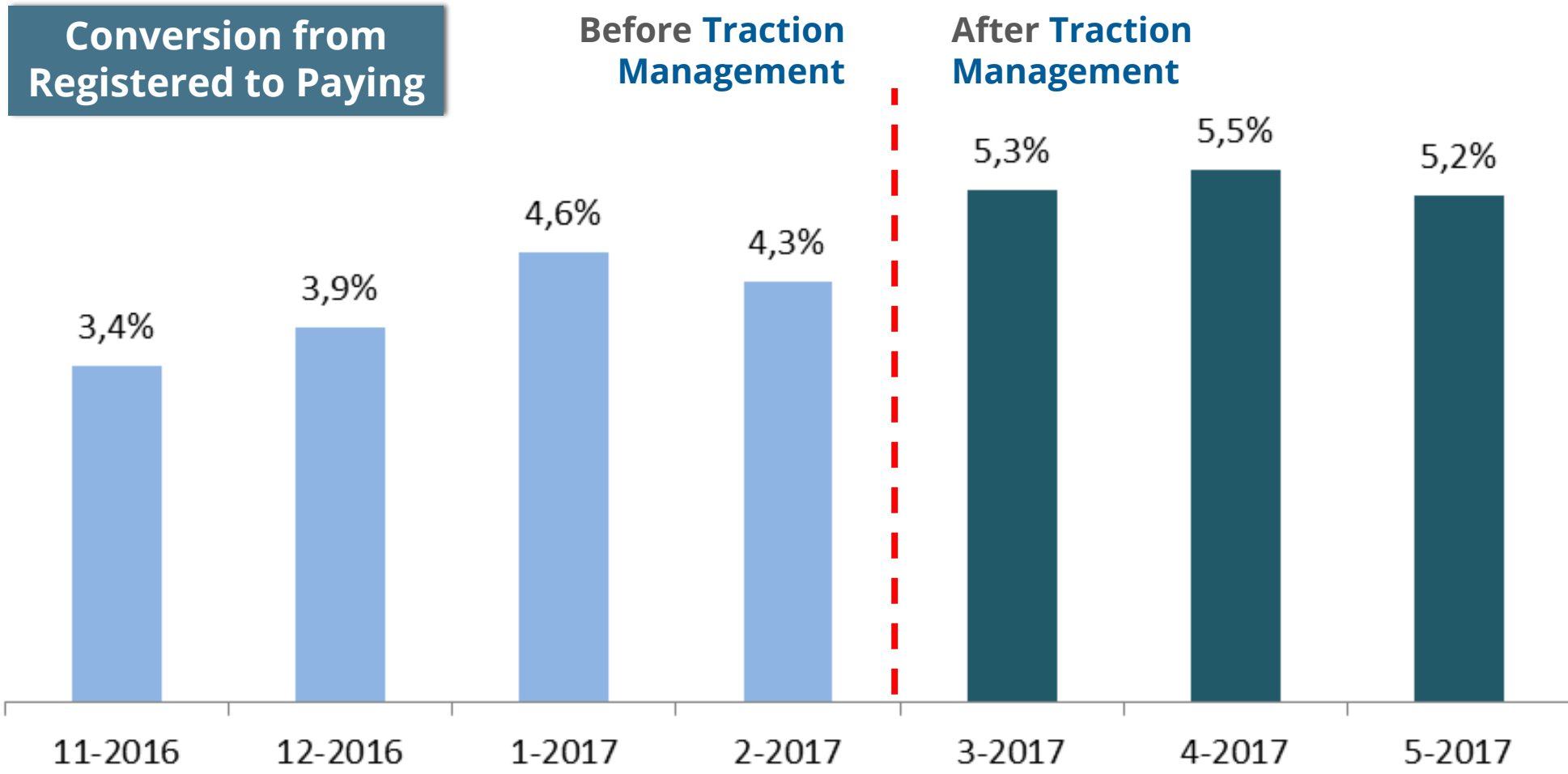
Number of Paying Customers (Cum.)

Before Traction Management

After Traction Management

Results from One of our Start-Up

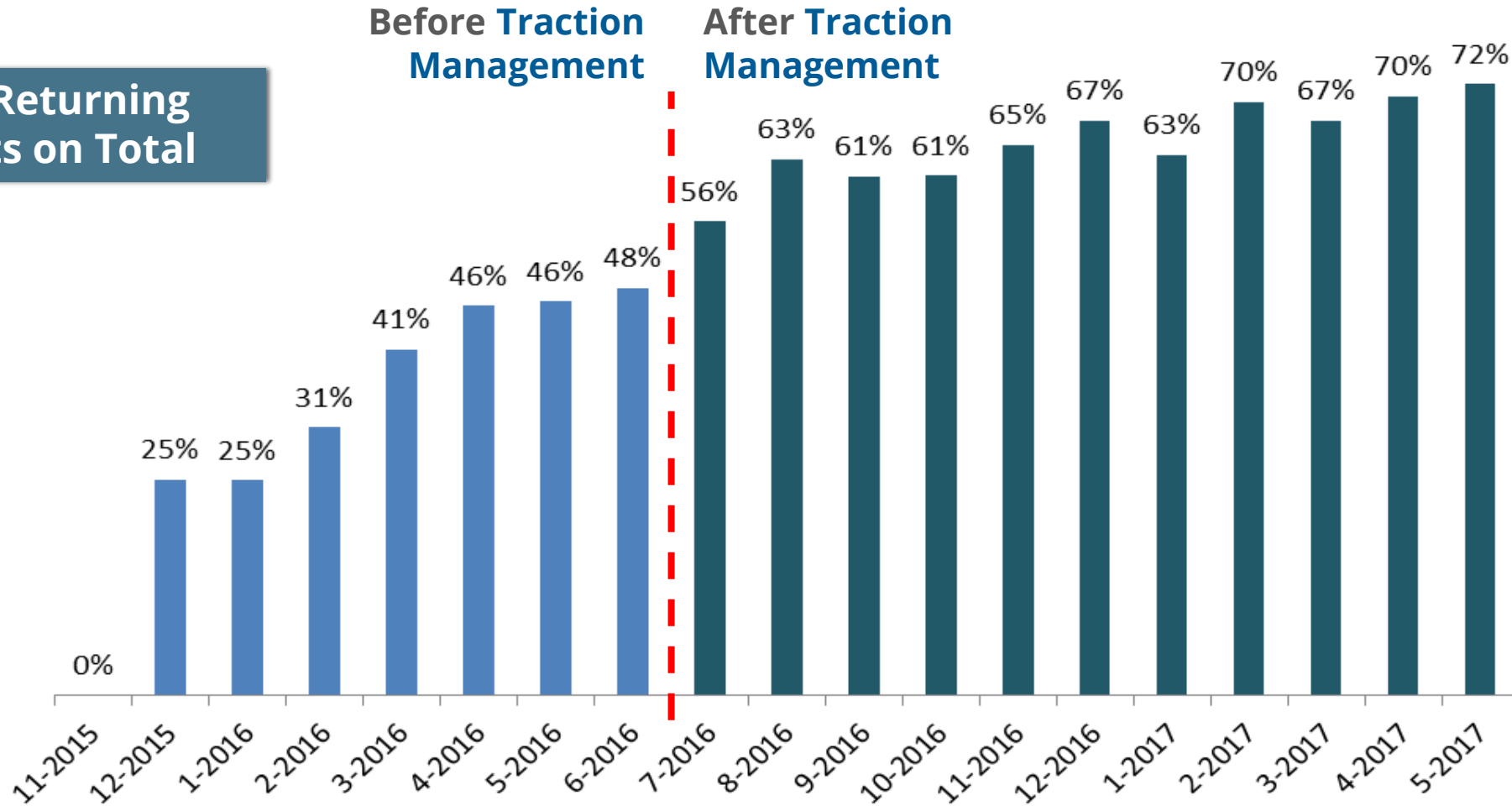
ACHIEVEMENTS – CONVERSION RATE



Results from One of our Start-Up

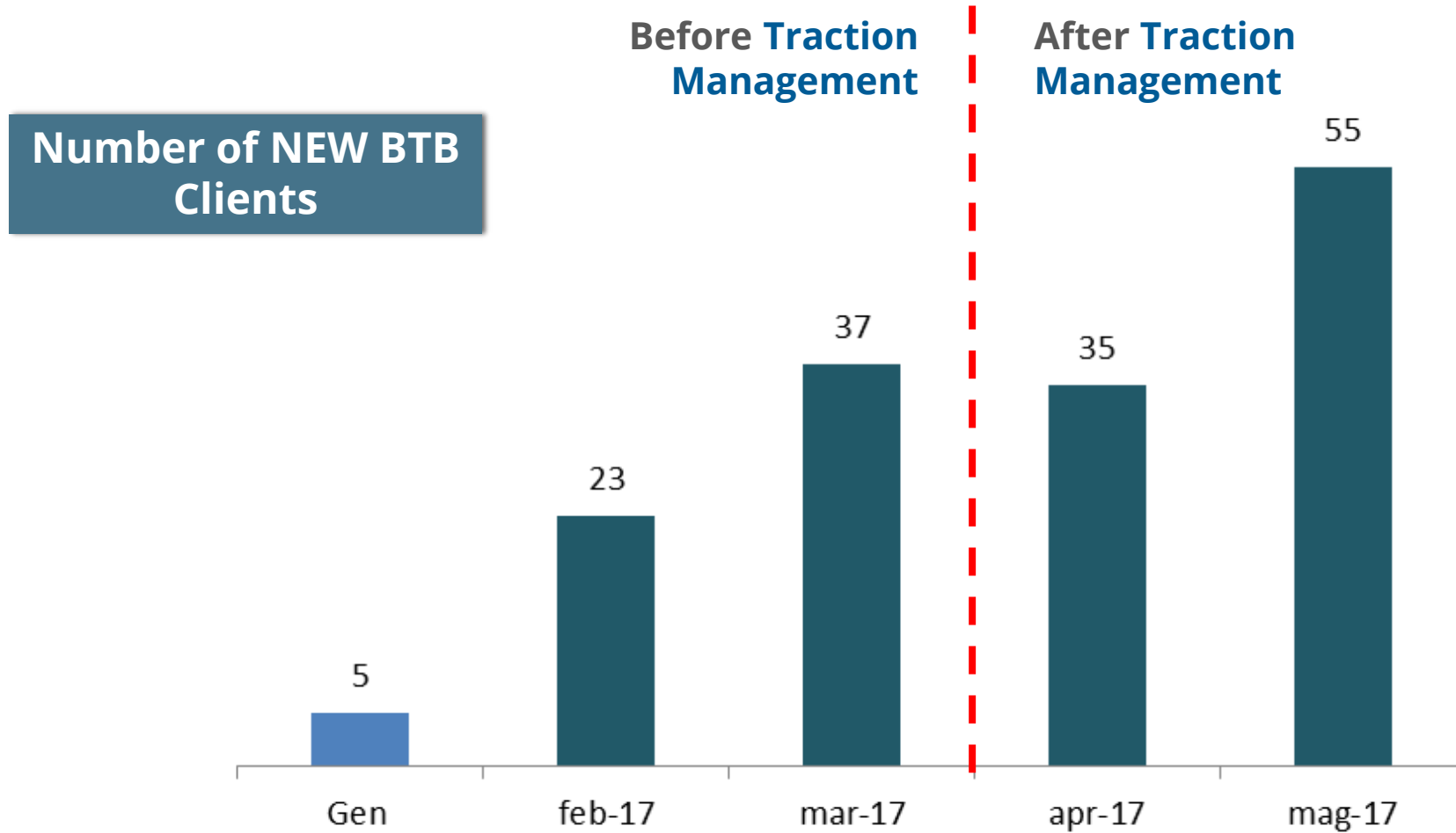
ACHIEVEMENTS – RETURNING CLIENTS

% of Returning Clients on Total



Results from One of our Start-Up

ACHIEVEMENTS – BTB CLIENTS



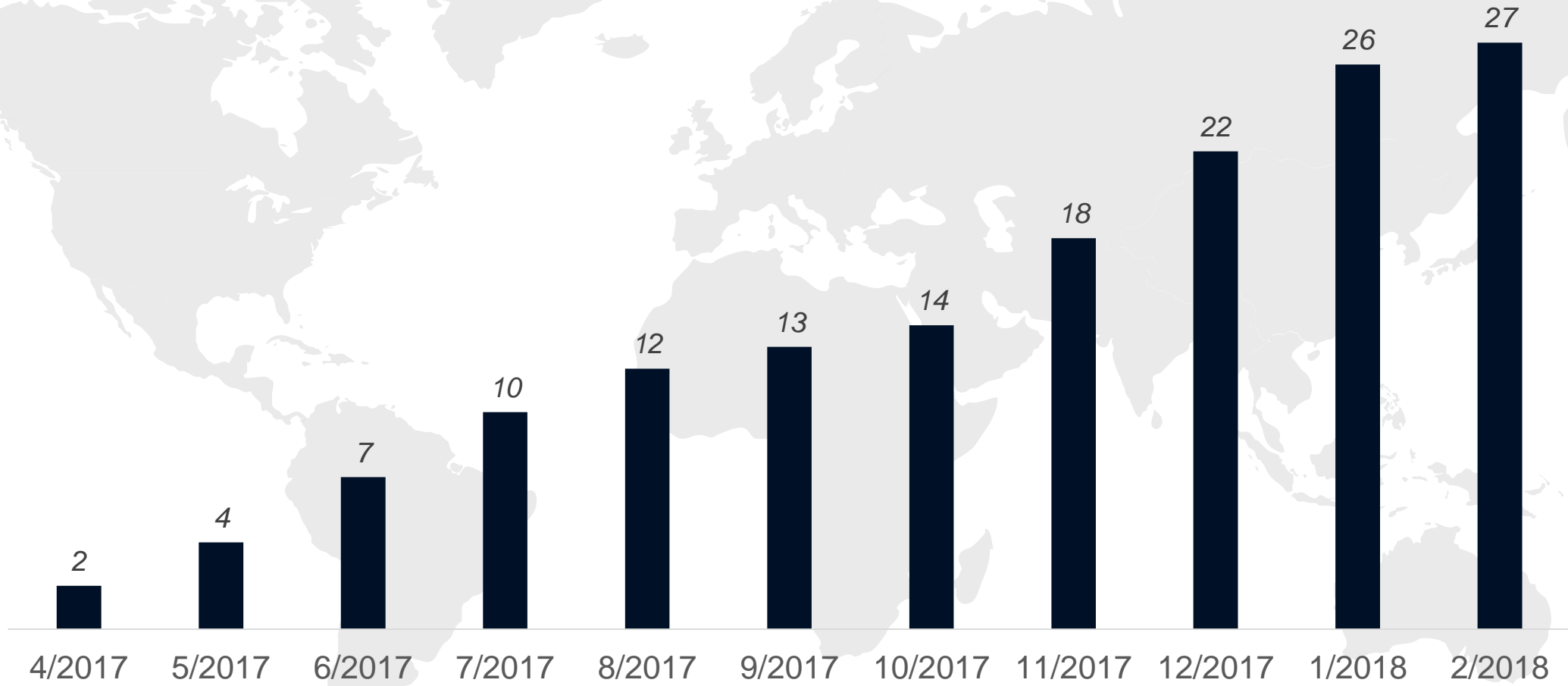
Results from One of our Start-Up



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."*



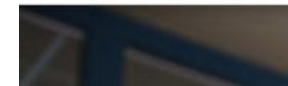
Giorgio Sadolfo
CEO Filo



Andrea Genovese
CEO Social Academy



Ksenjia Jaklic
ABC Accelerator

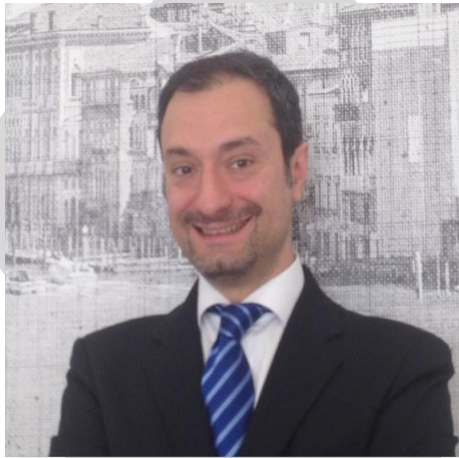




The Team



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.



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.



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.

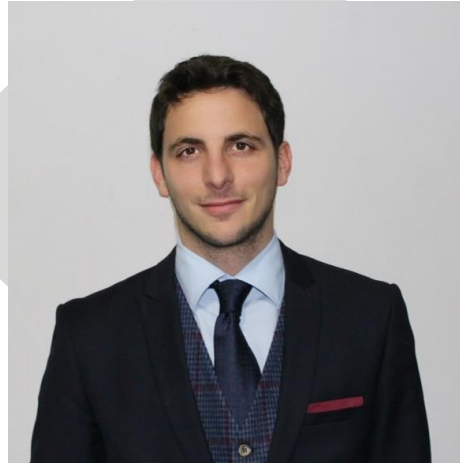
TRACTION EXPERTS



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!



Annalisa Palmieri +39 3403305264
Martina Borzelli +39 3383063670



annalisa@tractionmangement.it
marta@tractionmanagement.it



www.tractionmangement.it