



StartupItalia! (Italian Edition)

Riccardo Luna

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Un giorno di dicembre del 2014 ero in auto con un venture capitalist piuttosto noto e molto sveglio. Guidava lui. Io avevo il laptop acceso e in wifi. Stavo controllando una lista, l'ennesima, delle migliori startup nostrane in lizza per un evento imminente. Roba seria. Con timbri e bolli istituzionali. "Questa la conosci?" era la domanda, ripetuta decine di volte, al mio compagno di viaggio scorrendo il file che mi appariva misterioso come un antico codice. E le risposte principali le posso dividere in tre categorie: 1) "Mai sentita". 2) "Non è una startup perché ha più di cinque anni di vita". 3) "Non è innovativa, è solo un'altra azienda". A una ulteriore verifica, si scopriva che molte non avevano un sito internet, moltissime non lo avevano aggiornato per tutto l'anno, altre sui social praticamente non esistevano. Sono queste "le migliori startup nostrane". Possibile? Possibile che non ci siano strumenti più efficaci per far emergere il (tanto) di buono che si sta facendo in Italia? Perché di questo parliamo: parliamo delle aziende innovative che nei prossimi anni dovranno imporsi sul nostro mercato e sugli altri, cambiare regole e abitudini, fare fatturato e creare posti di lavoro.

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