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TWIST Roadshow for Startups
Inspirational Island
with
Simone Cimminelli
& Salvo Giammarresi

25 Giugno 2015

MACRO

Via Nizza, 138 ROMA

10.00 – 10.30	Registrazione
10.30 – 10.45	Welcome
10.45 – 11.30	Simone Cimminelli – Digital globalization: the startups boom in London, an incredible financing opportunity for Italian startups.
11.30 – 11.45	Q&A
11.45 – 12.30	Salvo Giammarresi - PayPal, money and the startup ecosystem: stories and experience
12.30 – 12.45	Q&A
13.00 – 13.30	Light lunch buffet





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Simone Cimminelli

Managing Director

SIS s.r.l



CEO of Società investimenti e Sviluppo (SIS) since 2010. SIS is a Euro 60M+ net asset value Family office focus on long term alternative investments. Board Member at Korean Fuel Tech Corporation (Bloomberg: 123410.kq) since 2012. I have an international managerial background, private equity investments expertise and a track record of successful turnarounds.

Previous experiences in investment banking @Mediobanca, audit @Deloitte, corporate finance and general management @Ergom Group.

Graduated magna cum laude in Business Administration at the "Università degli Studi" (Turin). Rewarded as one of the 10 best students (2010) in Piedmont by "Unione Industriale di Torino".

Right of publication of the thesis partially published as part of a comprehensive study written by Professor Bertoldi for Mc Graw Hill. Master of Science at City University (London). Diplômes Grande École and Master in Management major in entrepreneurship at ESCP Europe (Paris).

I am engaged in developing entrepreneurial culture and supporting young entrepreneurs to realise their visions. I contribute as a Business Angel (www.sisfund.com) by being part of "Club degli Investitori" and by providing extensive coaching to startupper through iStarter, a London based business accelerator that I co-founded.

Investments portfolio includes:

- Readbug: Netflix for independent magazines
- Spyn: Dry cleaning on demand
- Crowdemotion: Machine learning to capture emotions
- Find The ripple: Real-time recommendation engine for social media





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Mentor for top accelerator programs in London, part of the advisory board of revolutionary startups. Author of extensive research on crowdfunding. Guest speaker for events and conferences. Assistant Professor at ESCP Europe.

I am also a foodie and if you're interested in discovering new restaurants in London, I recommend @London_Foodies, the Twitter account I co-author. I lead a team who organises Sunday brunches in London. If you would like to participate, visit meet4brunch.co.uk.

Società Investimenti e Sviluppo (SIS) is an investment company founded in Torino in 2001 within the Cimminelli family. Managed by a family with a business tradition, the company is active in the industrial and real estate sectors.

The company has a capital employed of approximately 35 Mln Euros splitted in investments across Italy, East-Europe and South-East Asia. SIS's management is permanently seeking new opportunities of investments.

SIS's business background is reflected in our investment policy. Our policy matches a long-term perspective where the results after 7-10 years are more valuable than the result of the next quarter. In our evaluation of investing, the financial aspect is subdued to the human aspect; we invest firstly in people and ideas to which we are offering our capital, network and managerial skills in the logic of building a path which is able to make these factors last together.

Without constraints and obstacles and having an extremely fast decision making process, we consider investing in four main scenarios:

- Seed and Venture Capital
- Real Estate
- Distress and Turn Around
- Capital for Growth





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Salvo Giammarresi

Head of PMO & Globalization

PAYPAL



Dynamic Program Management and Globalization management expert with extensive global product experience. Successfully strategized, setup, planned, executed and managed global products and projects of all sizes. Proficient in driving global product requirements across multiple groups balancing customer and business needs taking into account technological/human resources. Experience with vendor management, streamlining globalization processes, tracking and reporting on reducing time to market, increasing quality and reducing costs. Delighted to work with culturally diverse and global teams. Metrics and ROI driven. Bilingual Italian/English. Currently Senior Director of Program Management Office and Globalization at PayPal.

Previously Senior Director Localization Engineering at Yahoo!; Vice President of Products at HomeGain.com; Director of International Product Management at Homestore.com; Senior Localization Manager at Kana; Engineering Program Manager at Electronics for Imaging; independent Localization Consultant.

PhD in Applied Linguistics from the University of Palermo (Italy). Visiting Professor and Lecturer since 2002 teaching Localization, Global Product Marketing and Computer Assisted Translation (CAT) Tools. Author of a University level text book on CAT Tools and published several papers on Localization and Applied Linguistics.
US and Italian passport/citizen.

PayPal is an online payments system. Online money transfers serve as electronic alternatives to traditional paper methods like checks and money orders.

PayPal is one of the world's largest internet payment companies. The company operates as an acquirer, performing payment processing for online vendors, auction sites and other commercial users, for which it charges a fee.

Established in 1998, PayPal (NASDAQ: PYPL) had its IPO in 2002, and became a wholly owned subsidiary of eBay later that year. In 2013, PayPal moved \$180 billion in 26 currencies across 193 nations, generating a total revenue of \$6.6 billion (41% of eBay's total profits). In 2014, eBay announced plans to spin-off PayPal into an independent company the following year.

