



ASSOLOMBARDA



Empowering  
the Sino-European  
Start-up Ecosystem  
汇聚中欧资源，开辟创业新路

# CHINA CALLING

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LET'S GET TO KNOW EACH OTHER!  
(dirty hands-on approach)



## EXPERIENCING CHINA AS THE WORLD'S FACTORY FROM THE LATE BLOOM TO ITS CURRENT STATUS

=

- ➔ PRODUCT SKILLS ARE HIGH, SOFT SKILLS \*WERE\* STILL LOW
- ➔ AVOID TO OPENLY BLAME YOUR COUNTER-PART
- ➔ AS THE RMB GAINS PRICE, THE QUALITY OF PRODUCTION INCREASES AS WELL
- ➔ **IT'S HARD TO NEGOTIATE A VOLUME DEAL WHEN WHAT'S BIG FOR YOU IT'S MODEST FOR YOUR PARTNER**



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Beijing, China

**THAN, THIS "GIANT" HAPPENED.**



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**FRANCESCO ROSSI**

- Serial Entrepreneur
- Keynote Speaker
- World Economic Forum Member & Advisor



**FRANCESCO LORENZINI**

- Business Consultant
- Engineering Mgmt at Tsinghua University
- China Expert



**ANDREA BOLOGNINI**

- Investing Manager
- Italian Policy Advisor
- International Consultant



**TOMMASO F. CAMPONESCHI**

- Business & Investment Development
- MBA Global Mgmt for China
- China Expert & Sinologist



**JACOPO M. BETTINELLI**

- Business Development
- China Expert & Sinologist
- Blogger



**ALESSANDRA CAPRIGLIA**

- Business Development
- MSC China and International Relations
- Sinologist



**JOHANY VIGURIA**

- Marketing & Communication
- Social Media
- Intercultural Communication

## WHEN YOU'RE FACING A GIANT: SCALE UP!

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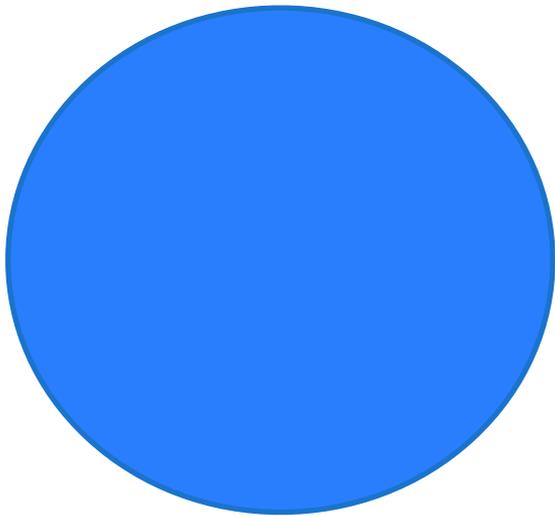
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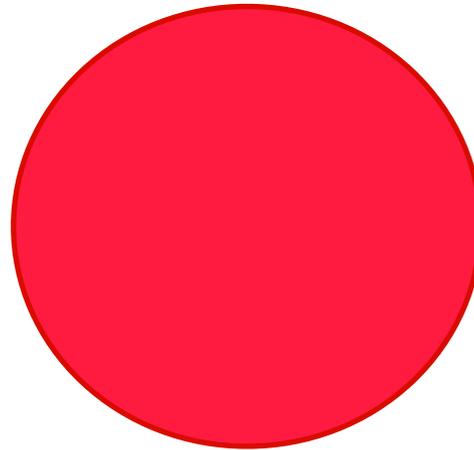
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## DEAL WITH IT...

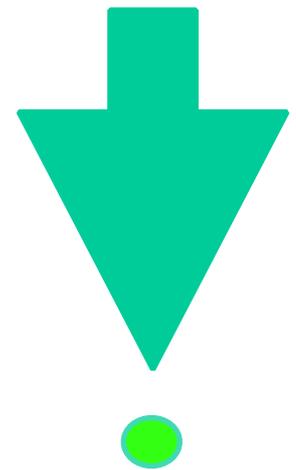
SILICON VALLEY:  
28 € BIL



CHINA:  
15 € BIL



100 € MIL



ITALY



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## TYPICAL ITALIAN PROBLEMS



- ➔ SEED CAPITAL IS NOWHERE CLOSE TO REALLY AVAILABLE
- ➔ TERMS AND CONDITIONS ARE TOO STRICT FOR NEW ENTREPRENEURS TO REALLY TRY NEW SOLUTIONS
- ➔ **BUSINESS MODELS ARE ONLY LOOKING TO THE SILICON VALLEY PARADIGMA**



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Tencent 腾讯

Baidu 百度

alibaba.com.cn

100 \$ Billion

50 \$ Billion

250 \$ Billion

cheetahmobile

## THEIR COMPOSITE MARKET VALUE IN RMB



LATE 2013

same day delivery in 34 Cities

LATE 2015

same day delivery in 2 cities?



MORE ON THAT LATER...



## YET...THE OPPORTUNITY FOR US



- ➔ WE EXPORT QUALITY CODE AND DEVELOPERS
- ➔ OUR STARTUPS DON'T SCALE-UP BUT OUR SOLUTIONS ARE CUTTING-EDGE
- ➔ **WE COST LESS THAN THE AVG. STARTUP HR MARKET IN CHINA**



- ➔ GIANTS STANDARDIZE TOO MANY PROCEDURES
- ➔ THERE'S A GIANT MARKET TO TEST ON AND SCALE UP AT LITTLE COST
- ➔ **SEED IS VERY EASY TO GET AND IT'S LESS STRICT**



## EMPOWERING THE ASIAN- EUROPEAN STARTUP ECOSYSTEM



TECH SILU DEVELOPS SYNERGIES BETWEEN EUROPEAN AND CHINESE NEXT-GEN  
STARTUPS & INVESTORS

### WHY DO WE BELIEVE IN STARTUP?

- ➔ IT IS STILL A LOCKED OPPORTUNITY TO AN ADVANCED DYNAMICS MARKET
- ➔ STARTUP OUTSIDE ITALY MEANS: QUALITY RESEARCH ON A MEASURABLE MARKET IMPACT. **CHINA HAS THE MARKET, NOT THE CREATIVE RESEARCH YET.**
- ➔ **ITALY NEEDS TO EXPORT IDEAS, BUSINESSES: NEEDS TO GROW UP.**
- ➔ **LIMITED RESOURCES** MEAN THAT A STARTUP MODEL CAN BE **AN IDEAL FORMAT FOR OUR COUNTRY**

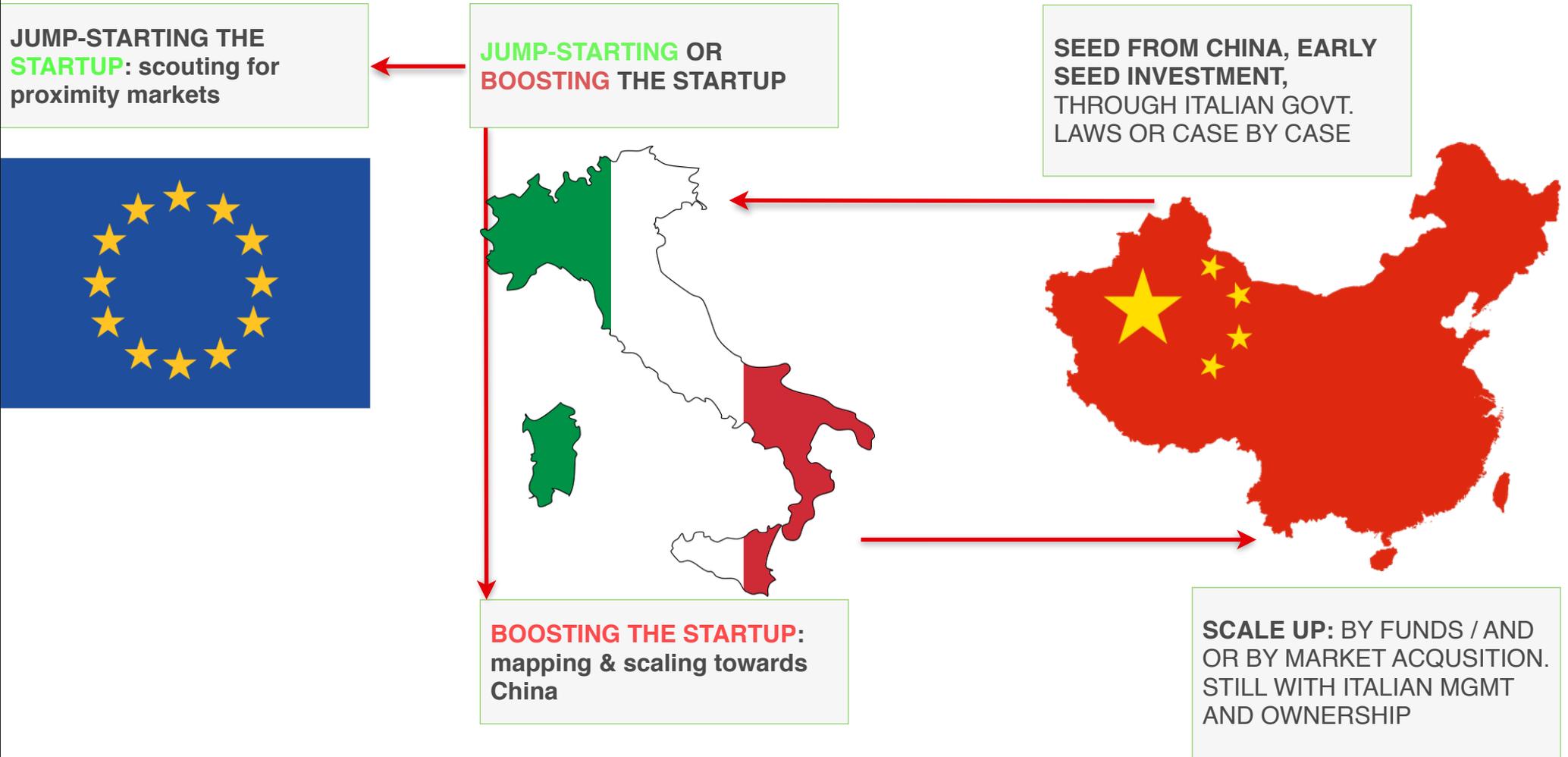
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## OUR STRATEGY





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# we connect Italian startups with Chinese investors & markets.

TECH SILU IS AN INTERNATIONAL ASSOCIATION WHICH DEVELOPS SYNERGIES BETWEEN EUROPEAN AND CHINESE NEXT-GENERATION STARTUPS AND INVESTORS.

government  
sme(s)



private investors  
family offices



**POKING TWO GIANTS**



## RESULTS SO FAR

=

- ➔ ITALIAN EMBASSY JOINT WORK ON ITALIA STARTUP VISA
- ➔ 18 ITALIAN COMPANIES SIGNED INVESTMENT MOUs WITH 40 INVESTORS
- ➔ 10 CASES ALREADY SUCCESSFULLY CLOSED, 3 ARE EXPANDING IN CHINA
- ➔ HFARM - CHINESE FUND INVESTMENT DEAL
- ➔ **TOTAL DEALS VALUE: € 5.MILLION**
- ➔ **TIME SINCE WE BEGUN PROMOTING LESS THAN 1YR**



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# OUR IMPACT SO FAR



A SINGLE EVENT, 200 INVESTORS  
REACHED; 1 EMBASSY



# OUR IMPACT SO FAR

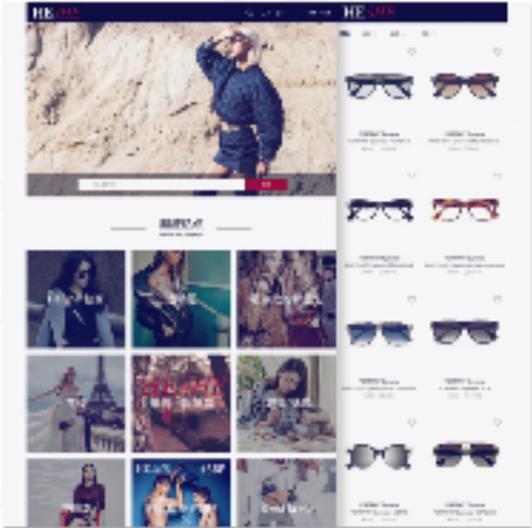
# PORTRAIT

Valentina Hernandez, CEO PORTRAIT:

*"I met this team less than a year ago while searching for reliable funding to invest in my startups. Tech Silu resulted in a highly skilful group of young entrepreneurs whose vision of funding consists on boosting early born projects by leaving to such startups, the possibility to keep a strong identity and ownership. Now thanks to them, one of my companies counts on precious resources to grow, after a short and efficient process that certainly improved the Italian startup Ecosystem"*



Invested Capital	€ 50,000
Nr Investors	One
Company Evaluation	€ 1,1 mln



# OUR IMPACT SO FAR



Invested Capital	€ 200,000
Nr Investors	Four
Company Evaluation	€ 4,25 mln



WARDA is a tech company focused on Digital Asset Management for fashion, retail and luxury brands.



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## ANNOUNCING CHINA LAB

- ➔ A Journey Starting now and lasting until July 2017
- ➔ BY MARCH/APRIL 2017 A PANEL WILL SELECT 5 TO 10 STARTUP
- ➔ You'll come with us in China, getting access to a full Panel of experts for your Company
- ➔ **GIVING YOU ACCESS TO: SEED INVESTORS AND VC AND...**
- ➔ **Synergies to let you land in the Chinese Market**



more info? [hello@techsilu.com](mailto:hello@techsilu.com)



## SOME NOTES, TO PASS ON...

- ➔ ITALY IS NOT YET REMOTELY PERCEIVING THE CHINESE OPPORTUNITY
- ➔ AFFECT ALL THE SOCIETY MINDSET WHILE NOT BEING MULTILATERAL
- ➔ **ARE UNEASY FOR ANY SMALLER ENTITY TO WORK WITH, YOU NEED TO BALANCE THE ODDS**
- ➔ **THEY GENERATE A HUGE AMOUNT OF "RESPONSIBILITY TASKS" -> WHICH IS AN OPPORTUNITY**
- ➔ **THEY CREATE UNBALANCE IN SMALLER ECONOMICAL ECOSYSTEMS (LIKE STARTUPS!), LEADING TO DISRUPTIVE CHANGE**



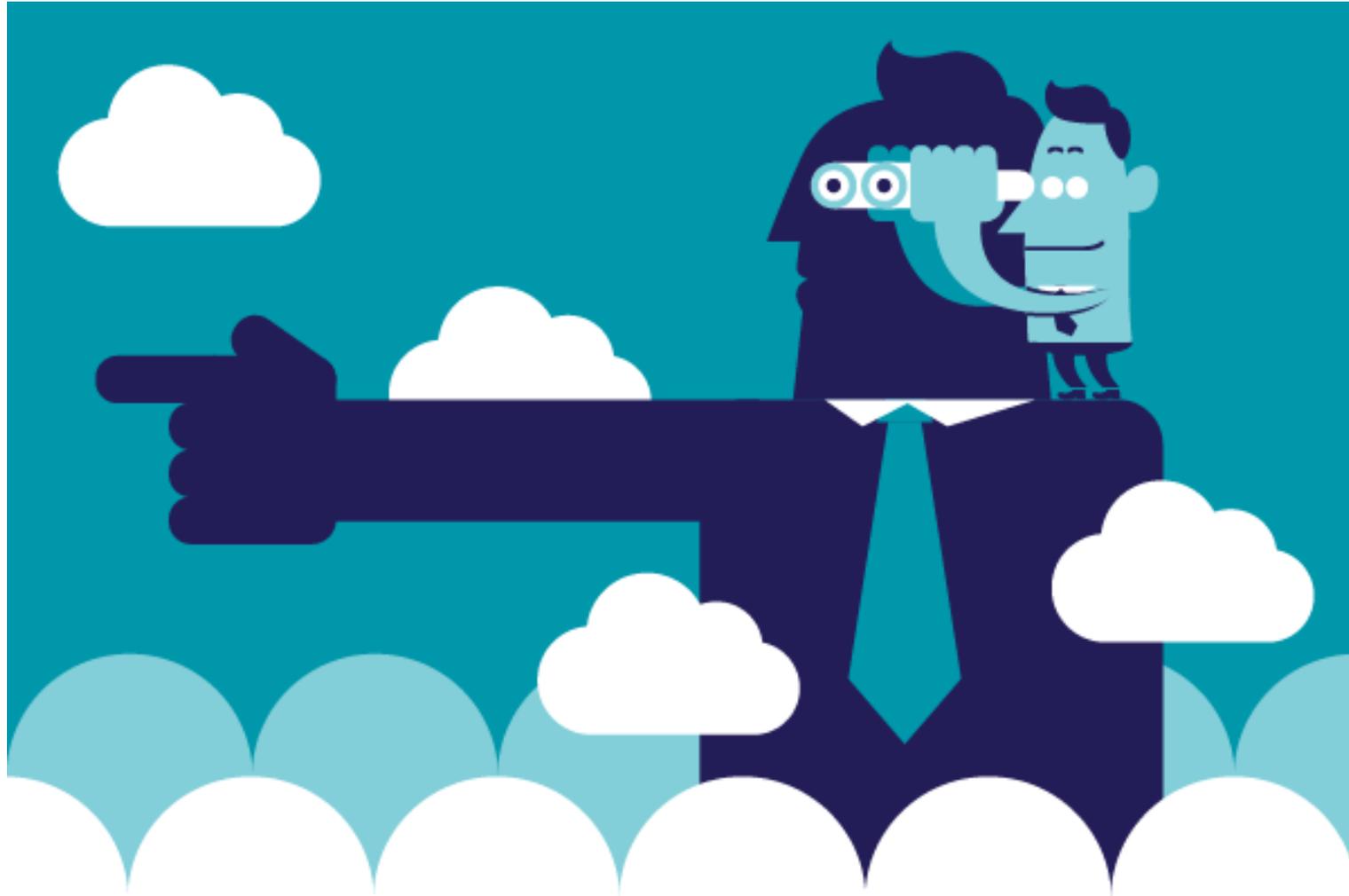
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THE REAL (OBVIOUS) NEWS:  
WE RELATE WITH A WORLD OF  
GIANTS



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WE HAVE TO RIDE ON THEIR SHOULDERS.



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Empowering  
the Sino-European  
Start-up Ecosystem  
汇聚中欧资源，开辟创业新路

THANK YOU!

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