



Diventare imprenditori – Business Plan

ARMANDO FOSSI - CEO

17 NOVEMBER 2022

Who I am

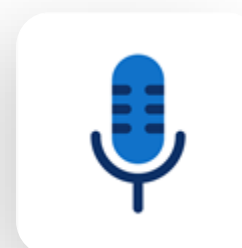


Armando Fossi

CEO & Co-Founder

Chartered Accountant,
Entrepreneur, 8 years in the world
of consulting in the
pharmaceutical sector with
specialization in Market Access
operations for drugs and DM.

Ditra Overview



Armando Fossi
CEO & Co-Founder

Founders



Armando Fossi

CEO & Co-Founder

Chartered Accountant, Entrepreneur, 8 years in the world of consulting in the pharmaceutical sector with specialization in Market Access operations for drugs and DM.



Flavio Santoni

Chairman of the Board & Co-Founder

Italian engineer, has been working in the United States for over 30 years in High Tech companies. He lives in New Jersey and has spent 20 years in Silicon Valley where he has led several startups and medium to large companies.



Walter Felice Curti

CTO & Co-Founder

An American engineer, he has worked in the United States for over 30 years in high-tech companies. Walter has significant experience in data management, supply chain, blockchain and artificial intelligence.



Lelio Cacciapaglia

CFO & Co-Founder

Chartered accountant. Auditor. After a period in private structures with assignments in the field of auditing of financial statements and management control, since 1995 he has been an expert consultant to the Ministry of Finance.



Monica Cugno

Institutional Relationship Officer & Co-Founder

Associate professor at the Department of Management has been dealing for more than twenty years with issues related to economics and business management, open innovation in 4.0 industries, innovation ecosystems and intellectual property.

Our Italian Support Team



**Anna
Cugno**

*Social Impact
Manager -
UniTo*



**Giuseppe
Serrao**

*Senior Business
Development
Manager -
2i3T*



**Febronia
Sciacca**

*Business
Development
Manager -
2i3T*



**Claudia
Pescitelli**

*Marketing and
Communication
- 2i3T*



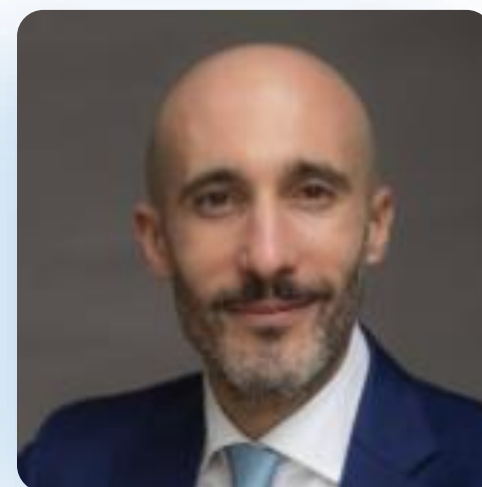
**Elisa
Cerruti**

*Business Controller -
2i3T*



**Stefano
Battaglia**

*Business Controller -
SCBS*



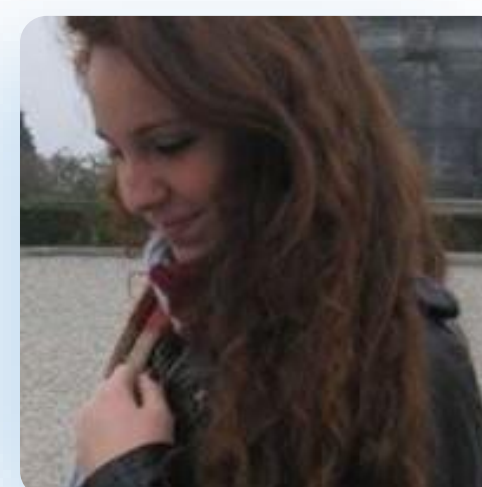
**Angelo
Giunta**

*Legal - Privacy, GDPR
compliance
- LeadingLaw*



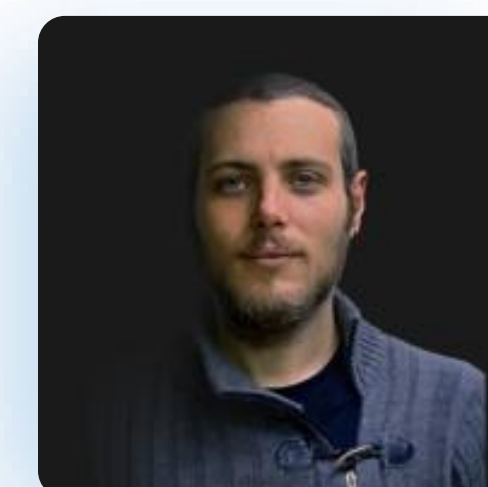
**Mario
Donadio**

*Legal - Business
Industry contracts
- LeadingLaw*



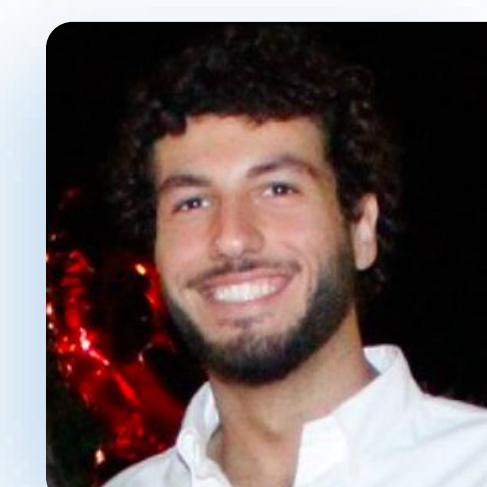
**Ilaria Agnese
Nisi**

*Senior UX
Services
Designer*



**Fabrizio
Lamanna**

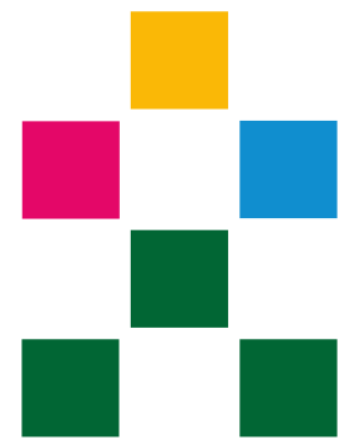
*UX,
Website
Brand
Designer*



**Alessandro
Fossi**

*UX
Designer*

Our Italian Support Team

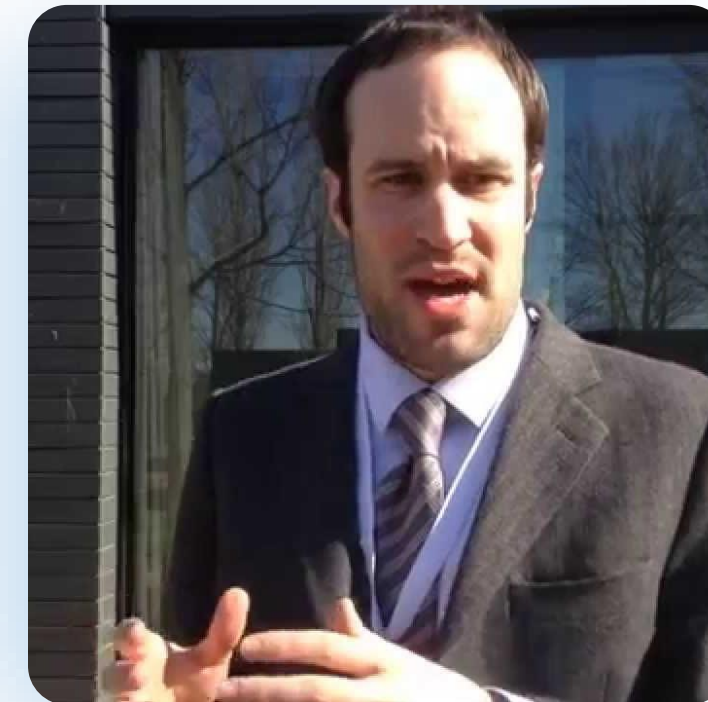


Fondazione
Compagnia
di San Paolo



**Luca
Fasolo**

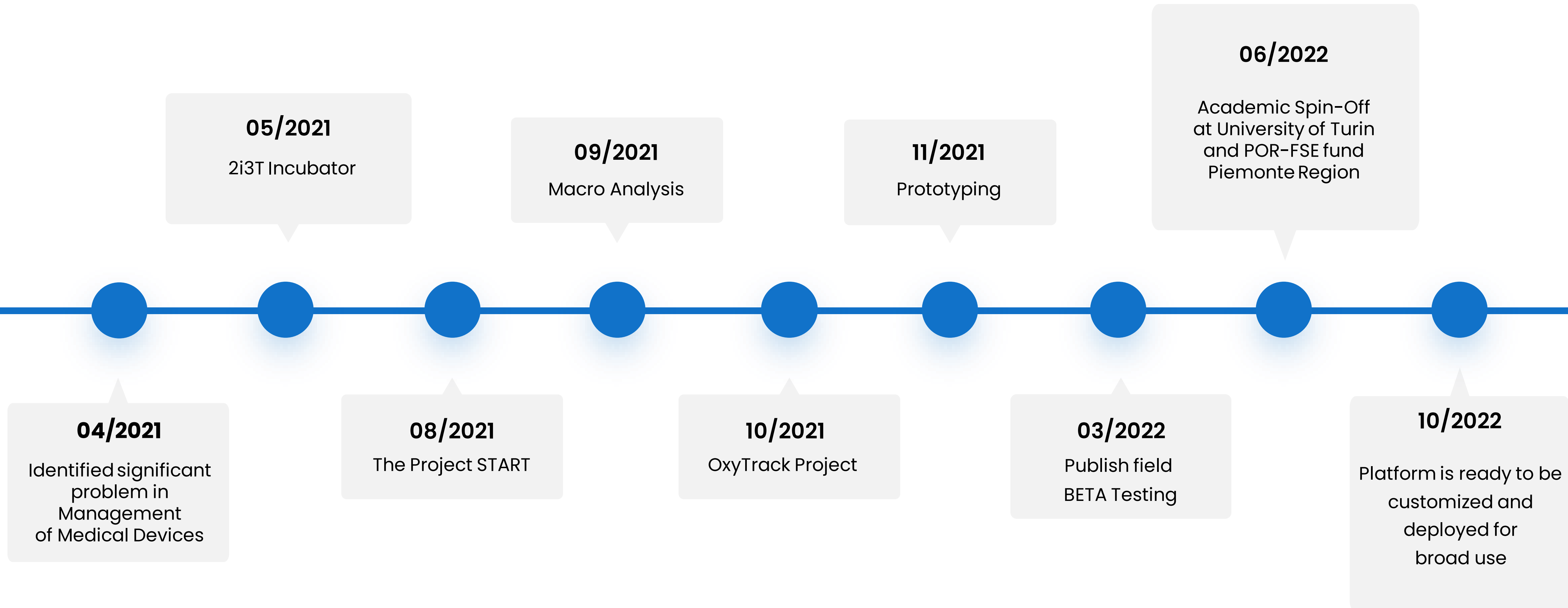
*Head of Impact
Innovation
Department*



**Michele
Osella**

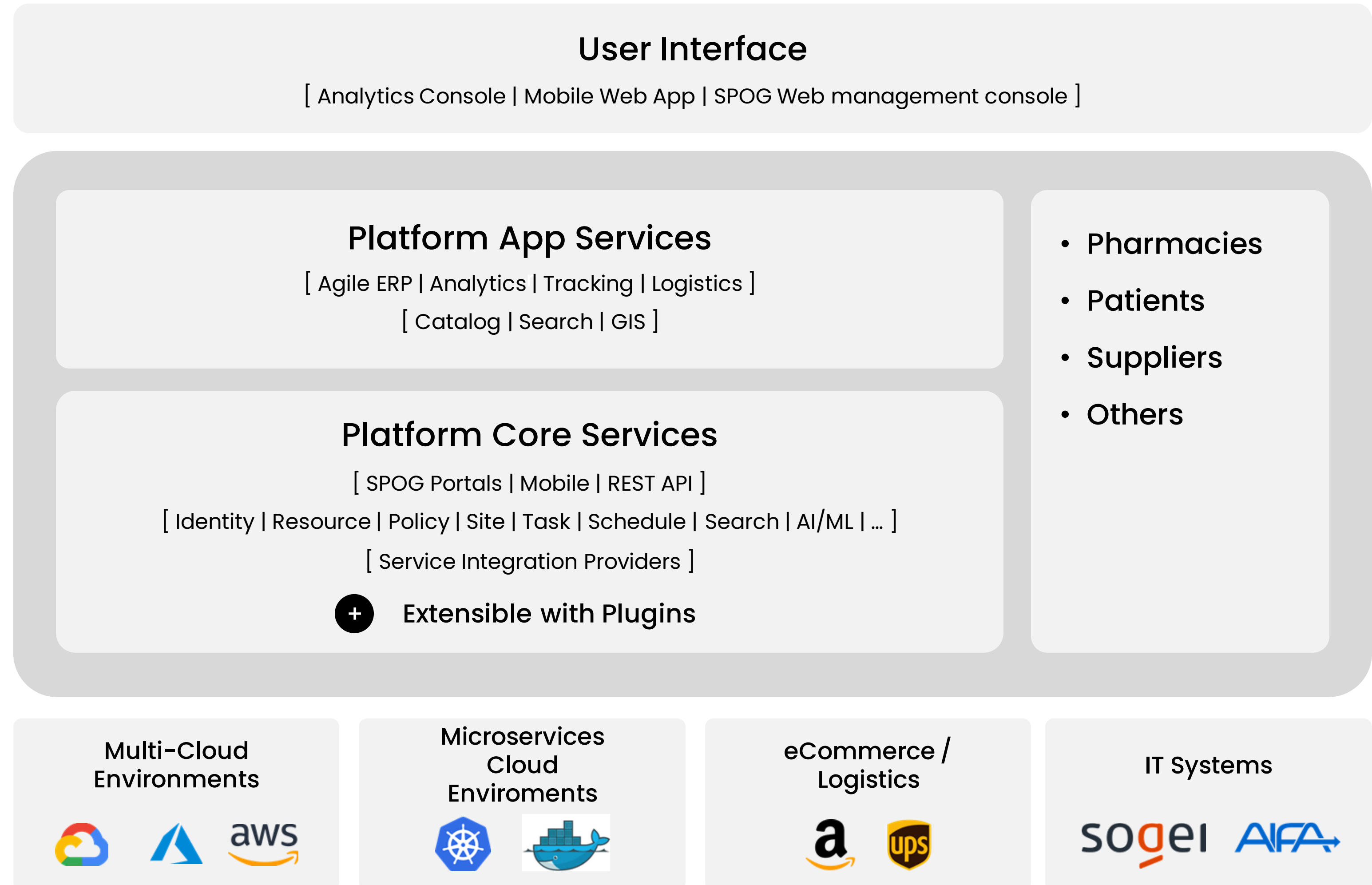
*Senior Program
Manager
Innovation
Department*

Timeline



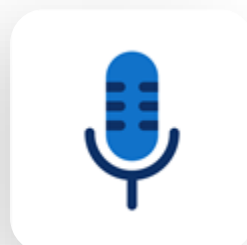
Solution: Modern Cloud Platform for Digital Transformation

Automated platform that integrates with supply-chain, government systems and other software, to provide single source of information management, business analysis and reporting in compliance with GDPR



Writing A Business Plan

5 Keys To Your Success



Armando Fossi

CEO & Co-Founder

1. Put Your Audience First

Make sure you write your plan with your key audience in mind.

2. Keep Your Business Plan Brief

Your business plan can never, nor should ever, answer every question your reader might have.

3. Sell, But Don't Oversell

Your business plan is essentially a sales or marketing document. Be careful not to oversell and particularly not to load your business plan with superlatives.

4. Don't Downplay Your Competition

Most investors think that if you don't have competition, you may not have a market. Putting down competition could hurt your credibility.

5. Envision the Long-Term But Plan For the Short-Term

Your business plan should state your long-term vision for your company. Since it's impossible to plan that far out, you should create more concrete plans to achieve your goals for the next year.

Start the Digital Transformation of your world!



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