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Debate with successful young "startuppERS"

## STARTUP COMPANIES AND VENTURE CAPITAL AS LEVERS TO REDUCE INEQUALITY

**There is the case of Luca Benatti, administrator of a startup company in the pharmaceutical sector, which has succeeded in producing a new drug to combat Parkinson's disease, or the experience of Paola Marzario, who created a company in 2012 aiming to put businesses in the fashion sector online and which today works with the biggest international brands, or the story of Ugo Parodi Giusino, who started from Mondello beach in Sicily, creating a startup company producing, managing and distributing videos over the Internet and who today has created a platform involving 800 million people around the world, thanks to initial capital venture funding of 650,000 euro. These are the young "startuppERS" who exchanged ideas today at the Faculty of Sociology in Trento, to understand how start-ups and capital venture can become driving forces for development.-**

Starting off and getting going with a new idea that then becomes a new business, this is the meaning of the English term "startup" which has by now entered the common language of economics. However, in order to transform itself into a business, an idea needs funding and this is where "venture capital" comes into play, namely the capital provided by a backer who invests in order to support the growth of a new company, convinced of the development potential of the idea that lies behind the whole thing. A number of successful figures involved in these experiences in the startup sector exchanged ideas today at the Festival of Economics. According to the economist Innocenzo Cipolletta, President of the University of Trento, startups are places where ideas take concrete form and they can also result in radical social transformation. "Big companies", said Cipolletta "are unable to produce innovation, because in a sense innovation is "subversive" and risks overturning the positions acquired. For this reason", concluded Cipolletta "startups can be an element in the growth of the country and also a factor in social mobility, because through a good idea, with adequate funding, it is possible for some to emerge and climb up the social ladder".

Investment in startup companies has been a little lacking in Italy in the last few years, it was said during the debate, but today things are improving, thanks to the support of the institutions. "There are major opportunities", stated Massimiliano Magrini of United Ventures "so long as those establishing startup companies have the ambition to grow and become great ". "Venture capital" added Andrea Di Camillo of P101, "can guarantee turnover in the Italian entrepreneurial class and this can also take place very rapidly ".

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