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US Entrepreneurs' Insider Tips for Students

Let's meet Alec Ross, Steve MacDonald, Joe Zadeh

Alec Ross Alec is an American author, entrepreneur and technology policy expert. He served as the Convener for the Technology & Media Policy Committee on Barack Obama's 2008 presidential campaign. He was named one of Foreign Policy magazine Top 100 Global Thinkers. He is the author of the New York Times bestseller "The Industries of the Future," translated to twenty four languages, and named the 2016 Book at TriBeCa Festival. He is a Board Partner at Amplo, a global venture capital firm and sits on the board of directors or advisors for companies in the fields of technology, finance, education, human capital and cybersecurity. He also serves as a mentor to the Bologna-based startup Musixmatch.

Steve MacDonald The founder of MacDonald Ventures, Steve is a titan angel investor and serial entrepreneur who is committed to nurturing, mentoring, and investing in the next generation of world-changing tech startups. With more than \$400 million in exits in companies he founded, his rise to success began with the founding of TechHealth in 1999 and myMatrixx, his pharmacy benefits firm, in 2001. MacDonald Ventures focuses primarily on the most promising early-stage tech startups that are disrupting industries with innovative solutions. An active angel, Steve has invested in over 130 startups, among them seven tech unicorns.

Joe Zadeh Joe joined Airbnb as a software engineer when the company was just nine people working in an apartment in San Francisco. He served as Airbnb's Head of Product for several years, leading several of Airbnb's formative technology initiatives. Joe then helped create Airbnb Experiences, the business unit focused on tours and activities. He led the effort to take Experiences from an idea on whiteboard to a business operating in over 1,000 cities around the world. Joe left Airbnb after a decade and is now an advisor and angel investor -- in addition to being a scout for Sequoia Capitol - residing in Bologna, Italy with his family. He holds a B.S. in Computer Science from Northwestern University and a Ph.D. in Bioengineering from Caltech.

UNIFI-EUniWell Students presenting their startup

Alessandro Torricelli*, **Alessandro Grazzini***, and **Tommaso Botarelli****, BSc students in Management engineering* and Informatics Engineering**, presents Vestiflow: an innovative solution which is collocated into the fashion renting's world. The project involving the team of 3 BSc students includes the creation of an online platform where it is possible to rent clothing and accessories. The provided service will be customized according to the different needs of the people, with particular attention to the issues of sustainability and reuse.

Lorenzo Pacini - Industrial PhD student, presents MOD&LS (Molecular Diagnostics & Life Sciences), an independent facility, part of the Centre of competences RISE (Network of infrastructures of industrial research for incubation and advanced services to innovative companies) located in the Incubator of Sesto Fiorentino Campus of the UNIFI. Starting from chemistry and physics, MOD&LS is oriented toward chemical biology and engineering of peptides and proteins, with applications in the fields of life sciences (biomedicine, therapy, and diagnostics), well-being (food, cosmetics and safety), materials with a wink to sustainability and green approaches.