

“ It’s easy saying start up...

we are a group of entrepreneurs who believe in young entrepreneurial initiatives and who have been doing business since they were young. For this reason we have always thought that to start a business from the very beginning, it is necessary to have a serious and continuous support that helps young entrepreneurs in their choices and planning. That's why we felt the need to get together and create Morning Boost with the specific intention of starting a concrete work to enhance business initiatives from seed to listing

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Morning Boost at a glance

A unique type of lean acceleration for your growth

At its core, being a mentor is being a trusted advisor. Being a mentor involves making yourself available to support and advise someone when they need it, delivering that support in a way that makes sense to them, and always keeping that person's best interests in mind.

Morning Boost is a unique mix of skills & international long-term experience in **identifying, advising and investing** in early stage companies.

Entrepreneurial basics

Start with the basics.

We create business sessions for your new entrepreneurial adventure: we help you to design your ideas in a solid and sustainable way.

Business Growth

Boost your ideas.

We enhance your entrepreneurial skills through dedicated mentorship & consulting to expand your business internationally.

Innovative finance

Money to scale up.

We help you to discover the new frontiers in finance to support your business growth: from public funding to equity crowdfunding.



Unconventional strong track-record of Partners, all entrepreneurs



Proved experience in creating from scratch innovative and successful companies with small initial investments



Know-how in getting companies' growth with solid results: during their professional activities, the Partners have secured more than 400M\$ in startups, scaleups and SMEs internationally

Acceleration and growth

Founded in 2012, Morning Boost is a division of Machiavelli Srl, created by a team of international mentors with long term experience in starting global and successful businesses in many different fields, to drive you growing and scaling up your projects globally.

A personalized set of services for all kind of companies

- Consulting, mentoring, advising
- Business analysis
- Business model optimization
- Business plan stress test and improvement
- Company structure
- Equity crowdfunding campaign
- Pitch presentation assistance for VCs and Investors
- Follow up stabilization

The team

Pietro Giola - Italian entrepreneur with over 25 years experience in the development of innovative ventures in music business, new media and digital like Machiavelli Music (Music Architecture, Renaissance, Case Interactive, Wdm. President of AMP. Holder of lectures and seminars on music copyright at international exhibitions and academies (Midem, NAB, Università Cattolica Milano, IAEL, WIPO).

Zaira Burlo - CSS&T Vice President Governance and Head of strategic marketing at Leonardo S.p.A. Head of New Acquisitions and Head of Strategic Analysis at Selex Galileo SpA a Finmeccanica Company. Experiences include role as Global M&A expertise, Company valuation, Negotiation, Transaction management, Transaction Post-completion support and Project management.

Silvana Molino - Professional and entrepreneur focused on strategic development, innovative finance and optimization processes. Board Director at Machiavelli Srl. CEO at Microcinema SpA until 2016. Promoter and Director of research projects funded by the European Union and the European Space Agency. Professor of Economics and Financial Analysis at Law department of University of Turin.

Anat Tsour Segal - Israeli business woman and entrepreneur experienced in venture capital, seed stage investing, portfolio management, public companies and capital markets. Founder and CEO of Xenia Venture Capital. Managing Director & Head of Corporate Finance of Tamir Fishman. Senior Investment Banking positions with Robertson Stephens/ Evergreen and Poalim Capital Markets, credit officer with Bank Hapoalim International Division. Lecturer and mentor at the Adelson School of Entrepreneurship at IDC Herzlia. Head of IDC Beyond.

Piergiorgio Pelassa - Italian entrepreneur who lives between Luxembourg, Switzerland, Italy and Spain. Investor from 25 years in several fields (IT, automobile, fashion, music rights and consultancy). Launcher of NanonicaPrize and Zeronica, the living incubation space in Barcelona.



a trademark and a department of Machiavelli srl

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EU TRADEMARK REGISTRATION N. 016129082