Cuora Consulting

Milan · Spring 2022
Cuora Consulting is a student-led non-profit consultancy based in Milan and Luxembourg that helps enterprises with their most difficult challenges.
Cuora consultants are highly motivated to contribute to a better society – locally & internationally

Active members: 70+
Active projects: 7
Collaborations with entities since 2014: 50+

All united by one common vision for a better community
The Board of Cuora is responsible for the daily running of the organization and enabling the project teams.

- **Giovanni Somaini**
  Head of Program Management Office
- **Marta Tufariello**
  President
- **Cihan Giray Ozdemir**
  VP & Head of Client Acquisition
- **Anna D’Andrea**
  Head of Finance & Legal
- **Giorgia Zanetti**
  Head of IT & Marketing
- **Laura Di Martino**
  Head of Human Resources
- **Alfonso Merendino**
  Head of Social Development
Cuora values diversity in terms of gender, study background and nationality

- 50% female and male
- 21 different study backgrounds
- 18 different nationalities
- 4 continents
HOW DO WE WORK?

Cuora embraces four key principles that best embody its values, culture & approach to achieve clients’ success

Adaptive
Every client is different, as is every consultant and project. Therefore, in order to address the often changing needs of each client, our approach is always flexible and responsive to their needs.

Diverse
We recruit successful students from top universities all around the world, regardless of their gender, nationality and academic background. Our global outreach and international composition allow us to think outside the box and deliver impressive results for our clients.

Collaborative
Our clients are our partners, and in order to deliver the solutions to their business problems, we work closely within our organization and with our clients in a truly collaborative manner.

Professional
We put our clients’ satisfaction and our consultants’ wellbeing above all else. Therefore, all our projects are staffed with professional advisors while our consultants benefit from our mentorship program and training sessions.
Cuora can leverage on a wide palette of expertise on various sectors and capabilities:

- Management & Business Strategy
- Public Policy & Regulations
- People & Organizational Performance
- Marketing & Brand Management
- Risk & Resilience
- Corporate Strategy & Finance
- Sustainability Strategy & Social Impact
- Innovation Strategy & Digitalization
Cuora can help clients maximize their impact and achieve their objectives at different levels and in various areas

<table>
<thead>
<tr>
<th>Market &amp; Industry Analysis</th>
<th>Sustainable Operations</th>
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<tbody>
<tr>
<td>• Tailored research and analysis for market entry or positioning</td>
<td>• Effectively marketing social-impact oriented products</td>
</tr>
<tr>
<td>• Competitive landscape analysis</td>
<td>• Designing a circular economy model to render processes more efficient</td>
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<th>Sustainable Investments</th>
<th>Cultural Change</th>
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<td>• Designing and developing investment models</td>
<td>• Planning &amp; improving the organizational structure that best suits the current and future business model</td>
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<tr>
<td>• Scouting of opportunities related to sustainability (social startups, green startups. etc)</td>
<td>• Managing international branding processes</td>
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Cuora Project Advisors are professionals prepared to provide guidance as part of our quality assurance practices.

6 alumni were previously staffed as project advisors...

- **Riccardo Malaponti**
  - Business Analyst at Kearney Italia
  - Based in Milan, Italy

- **Julie Brizzolara**
  - Consultant at McKinsey & Company
  - Based in Berlin, Germany

- **Alain Bouwman**
  - Head of Strategy at Mercedes-Benz.io
  - Based in Berlin, Germany

- **Erica Gatto**
  - Investment Banking Analyst at Citi
  - Based in London, England

- **Davide Orso Giaccone**
  - Associate Consultant at Bain & Company
  - Based in Milan, Italy

- **Natalia Costanzo**
  - European Projects Manager at Eban
  - Based in Brussels, Belgium

...and many others are ready to support us.

- **Cuora Consulting**
  - INTRODUCTION TO CUORA
The project cycle is an iterative process where we continuously aim to meet the needs of our clients.

**Client Acquisition**
The CA team evaluates project proposals and accepts those that are in line with Cuora’s values and capabilities.

**Client**
Provides the team with a clear scope as well as necessary information to facilitate the project.

**Acquisition Process**
The CA team manages communication with the clients until the kickoff meeting.

**Human Resources**
Depending on the talent available and the specific requirements of the clients, new consultants are recruited by the HR team.

**Project Team**
Develops the strategy and touches base with the client when required.

**PMO and professional project advisors supervise the projects and provide guidance.**

**Project Closure**
The Project Team makes the final presentation and provides the deliverables on the agreed date.
The project cycle occurs twice a year, with new projects starting in late March and late October respectively.

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<tr>
<th>MONTHS</th>
<th>Project Closure</th>
<th>Projects Kickoff</th>
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<td>SPRING SEM</td>
<td>Fall Semester</td>
<td>Spring Semester</td>
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<tr>
<td>MAR, APR, MAY</td>
<td>Onboarding Session</td>
<td>New batch of consultants are introduced to the association and are allocated to the Spring projects</td>
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<td>Preliminary calls with potential clients are held and project proposals for the Spring semester are evaluated</td>
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SUCCESS STORIES

Our project history includes prestigious NGOs and social impact-oriented businesses such as...

**MALTA RED CROSS**

The Malta Red Cross Society wishes to prevent human suffering and to improve the living standards of the vulnerable communities in Malta. Our project was focused on developing a five year strategy for their external activities.

**Tulou**

Tulou is an Italian startup that blends community-building and sustainability goals in a coliving model. We conducted a quantitative & qualitative market research, which guided the client’s pricing strategy and explored its target customer group.

**BIOTHERM**

Biotherm is a brand within the L’Oréal portfolio, highly committed to sustainability. The project focused on quantifying the commercial trigger of their “Blue Beauty” approach and developing a communication strategy to connect with customers.
During Fall 2021, we worked on 7 different projects with startups, foundations and business incubators from 4 countries.

We provided a UK-based carbon offsetting startup with a competitive landscape analysis. Our mapping of the players gathered pricing information, highlighted the defensibility traits of the startup’s model and provided guidance for its business plan.

Cuora assisted a promising social enterprise, a local foundation that mainly operates in Turkey, in global branding. We also recommended potential markets for their planned expansion by conducting a market analysis and developing monetization and go-to-market strategies.

We provided an Italian startup operating in the cosmetics sector with a comprehensive report that illustrates the current state of the market, exploring competitors and indicating how the brand should position itself in this environment.
We have established far-reaching partnerships with prominent organizations

Kearney Italy
Cuora embarked on a brand new partnership with A.T. Kearney Italia Inc. in October 2021.

As part of our agreement, Kearney contributes to Cuora’s quality assurance practices by providing our project teams with professional advisors.

Impact Hub
One of Cuora’s oldest partners, Impact Hub Milano has recently been incorporated into “Impact Hub srl SB” following their acquisition of Impact Hub Torino and Firenze.

Each semester, IHSB proposes social impact oriented startups to Cuora’s Client Acquisition team.

Global Shapers
Powered by the World Economic Forum, Global Shapers Milan Community has been a reliable supporter of Cuora’s activities in the past few years.

Global Shapers members participate in Cuora’s career development initiatives such as the Mentorship Program and various training sessions.

SocialFare
A prominent social innovation center based in Torino, SocialFare has been a major driver of change in Italy since 2013.

Each semester, SocialFare selects promising startups from its acceleration program and proposes them to Cuora’s client acquisition team.
SUCCESS STORIES

Through the EIB Institute, Cuora collaborated with two startups in 2021: Ultraspecialisti & Peppy Pals

Italian startup that focuses on removing access barriers to the medical industry

The objective was a market and financing analysis, along with a business model analysis

3-stage-plan that consisted in a market and competitor & business model analysis, and a growth strategy.

The project was a great success and Ultraspecialisti has become regular customer of Cuora

Swedish startup that fosters inclusion of social and emotional learning as a fundamental part of children education

The project dealt with searching and writing applications for grants

Excel spreadsheet with detailed overview of grant landscape and grant applications

The collaboration with Cuora greatly contributed to the startup’s financing efforts
Are you ready to work with us?

Fill out the Client Application Form by mid-February

Attend the preliminary call in late February or early March

Project confirmation and tailored recruitment by mid-March

Project handover and the kickoff meeting by late March

The Client Application Form:
https://forms.gle/Cr64vaYHPujoe57DA

Contact us/Follow us

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Cuora Consulting