

CUORA CONSULTING

To bridge the gap between people sustainably



OUR IDENTITY

Who?

We are a student-led **non-profit** organization **designed** to provide **tailored consulting services** to **socially conscious start-ups, NGOs** and **SMEs** around the world thanks to our long experience in this field and to the **support** of our advisors.

Where?

Cuorians are scattered around the world among **top business schools**: in **Italy** (Bocconi, Cattolica and Politecnico), **England** (LSE), **France** (HEC, ESCP, ESSEC), **Netherlands** (Erasmus University), **USA** (UC Berkeley) and more.

What?

We are the **specialists** of projects with a **sustainable** and **social** aim in their operations. In addition, our network of **external experts** serves as the **bridge** between our young and dynamic **consultants** and the **professional solutions** we offer to our clients.



OUR HISTORY

2014

In 2014, on the streets of Corso Lodi in the heart of Milano, Italy, 5 students came together under the banner of Università Bocconi and **founded Cuora Consulting** out of their passions for creating tangible and long-lasting impact.

2020

Completely self-made, we signed a partnership with the **European Investment Bank Institute**. By partnering with them we have been able to offer our services to an even broader range of clients.

2021

In 2021, we created **divisions** within our association to better manage our growth and support the core business. For example in Social Development, members actively quantify the impact of all our projects.

2022

In January 2022, Cuora established itself as an **independent** association, registered at the Italian Revenue Agency. Now we are able to autonomously manage our impact.

2023

Cuora Insights was created to feed our critical spirit through research and fresh views on environmental, economical, scientific and political issues.



OUR SERVICES

Cuora can help clients maximize their impact and achieve their objectives at different levels and in various areas.

Among those, these are just some examples:

Market & Industry Analysis

- Tailored research and analysis for **market entry** or **positioning**
- Competitive landscape analysis

Sustainable Investments

- Designing and developing **investment models**
- Scouting for opportunities related to **sustainability** (social startups, green startups, etc.)

Stakeholder Analysis

- **Identify** and **map out** relevant stakeholders.
- Develop **tailored strategies** to **prioritize** and **approach** each stakeholder effectively

Marketing Strategies

- Develop and implement **effective** social media strategies.
- Optimize scheduling for **maximum online presence** and communication impact.



OUR VALUES

For us, sustainable practices aren't just a guideline. Embedded since day 1 into our operations, we focus on delivering **IMPACTFUL** solutions to our clients.

Industrious

Our consultants strive to deliver timely results while never compromising quality.

Adaptive

We approach clients' needs flexibly and responsively.



Collaborative

Working closely within our teams and together with our clients in a truly collaborative manner.

Empathetic

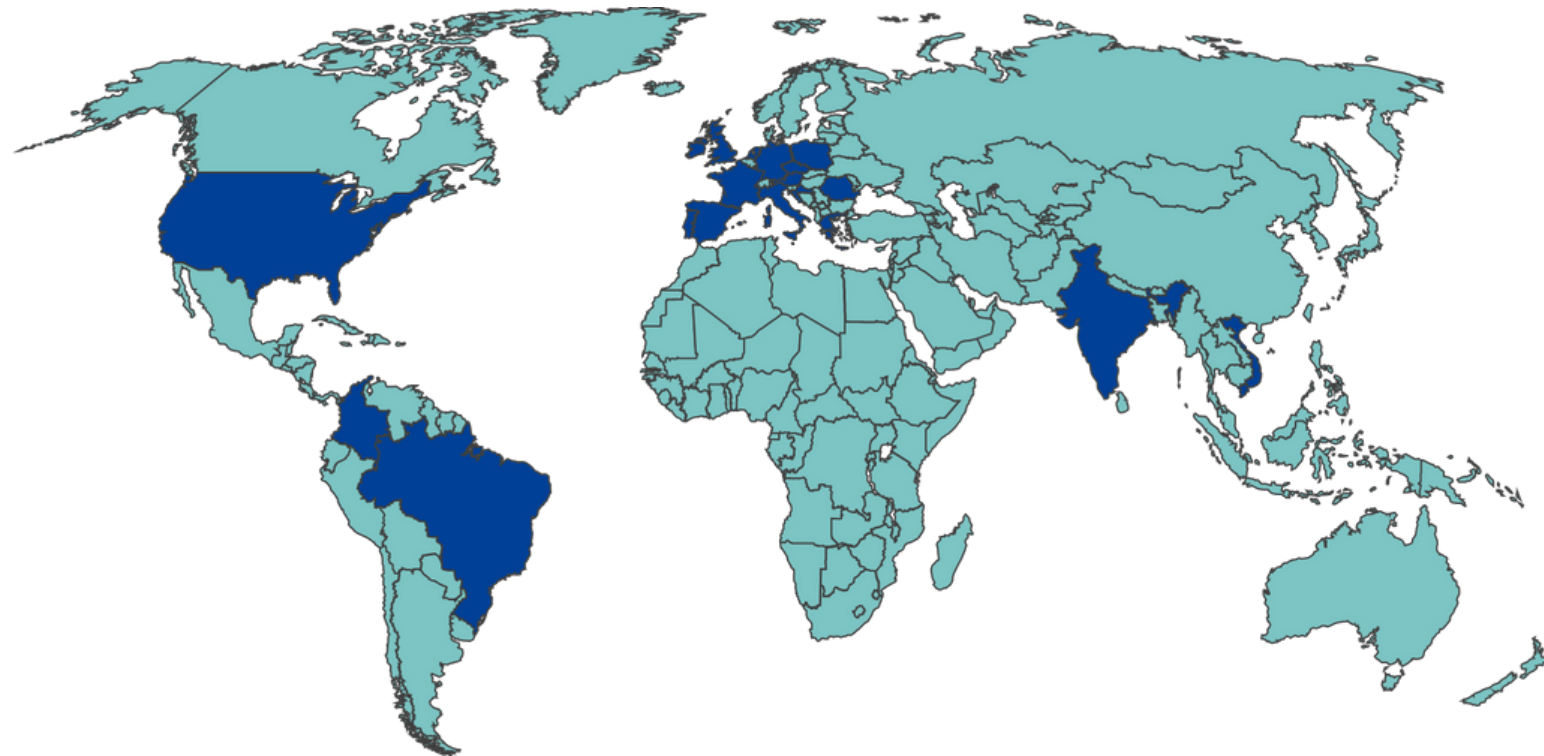
Understanding client products and propositions is crucial for impactful solutions.



THE CUORIAN COMPETITIVE EDGE

At Cuora, we are always on the lookout for better and more efficient processes. This allows us to stay on top of our field, retaining industry standards while embracing a sustainably impactful approach for each project.

The diversity of our members' backgrounds promotes fresh and original perspectives. This allows us to offer unique and tailored solutions to our client.



80+
Active members

23
Nationalities

60+
Projects completed



OUR BOARD



Carolina Valente
President
MSc in Economics at LMU



Federico Canova
Vice President
MSc in CEMS-International Management at Bocconi



Adrianna Marshall
Head of Marketing & IT
MSc in Management at HEC Paris



Lorena Pizzocri
Head of Human Resources
MSc in Clinical Dynamic Psychology at University of Padova



Asja de Grandis
Head of Project Management
Bocconi - HEC Montréal DD in Management



Filippo Lamanna
Head of Finance
MSc in Innovation and Technology Management at Università Cattolica



Marta Giannone
Head of Client Acquisition
MSc in Finance at Bocconi



Giulia Martorano
Head of Legal
Law at Bocconi



Martino Meraviglia
Head of Social Development
MSc in Politics and Policy Analysis at Bocconi



Lucrezia Santa Maria
Head of Cuora Concept
MSc in International Politics at SOAS University of London



WORLDWIDE SUCCESS STORIES



This secular pro-bono organization needed help in creating a management **database** to track relationships with food donors and **identify** potential donors to increase the **food supply** by about **200%**.



We increased the **financial sustainability** of the business model and drafted an **advertising** strategy to enlarge the customer base of biggest Irish mental health provider.



Built a **data-driven market research** analysis in the form of a **framework** analysis with calculations of 39 **KPIs** to help Tulou's expansion in Italy and abroad.



GLOBAL PARTNERS



Our partners give us the opportunity to offer our services to a wide range of clients, all united by **common values** of sustainability and social impact.



Thanks to the support of **professionals** and external **Project Advisors**, we are able to offer high-quality deliverables to our clients.



In addition, our members receive on-going and specialized **training** and **workshops** from world-renowned Consulting firms and specialists, thereby keeping us up-to-market.



THANK YOU!

Be Cuorian, Be Impactful



www.cuoraconsulting.org



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