

# CUORA CONSULTING

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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 METHOD

## Client Acquisition

The CA division evaluates project proposals and accepts those in line with Cuora's values.



## Client

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



Once accepted, PMO manages communication with the client until kick-off, adjusting the scope if needed.

## Project Closure

Project team makes the presentation and provides the deliverables on the agreed date.



## Acquisition Process

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

## Project Team

Develops strategy and keeps in touch with the client.



## Human Resources

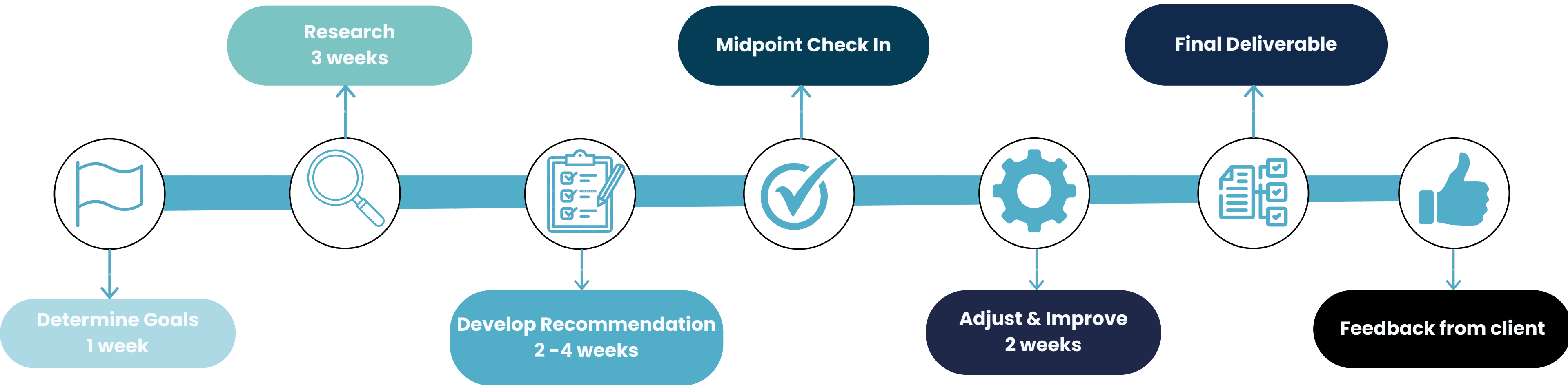
Depending on the requirements and talent availability, the consultants are recruited by HR.



## Strategy Setting



# OUR APPROACH



We keep in touch frequently and are always there for the client.

# 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.

## Dedication

We harness our passion for impact as a perpetual fire that helps us navigate the challenges that we embark on.

## Inclusivity

We place diversity at the core of our activities by respecting all backgrounds and requiring mutual support.

## Growth

We empower each other and unravel our potential by learning and bringing out the best of one another.



## Critical Spirit

We want to change the world by thinking out of the box and questioning deepest assumptions.

## Excellence

We thrive to embody our dedication, skills and values by overcoming our limits.

## Sustainability

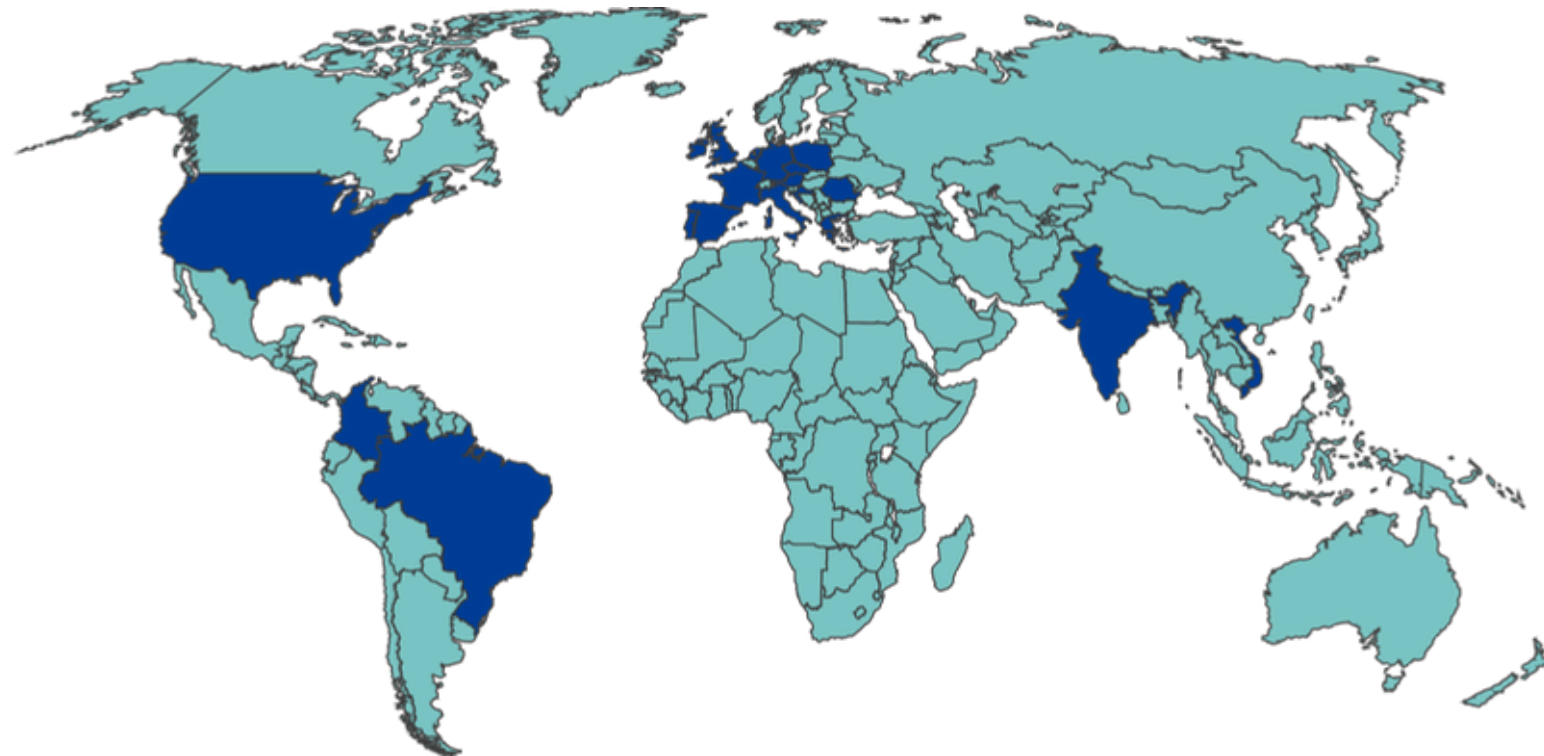
We envision sustainability as an ongoing journey, constantly seeking equilibrium between growth and the preservation of our ecosystems.



# 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



**Amalia Fumagalli**  
*Head of Human Resources*  
MSc in Economics and Social Sciences at Bocconi



**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!

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Be Cuorian, Be Impactful



[www.cuoraconsulting.org](http://www.cuoraconsulting.org)



# CONTACTS

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