Doing business in a symmetrical risk

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A **digital consultancy firm**,
focus on **conversion marketing**,
strategy and **results**.

How I grew up

and the failure misconception

but…
"you'd better not take risks!"

And so I did
(but just for a little while)

Till a couple of guys asked me

to join a startup project

It means leaving something safe (**permanent job**) for something unsafe.

Permanent job in Italy

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a sort of **status**, a condition to **satisfy a natural bias** we have grown with.

THE BEGINNING OF THE ITALIAN ECONOMY

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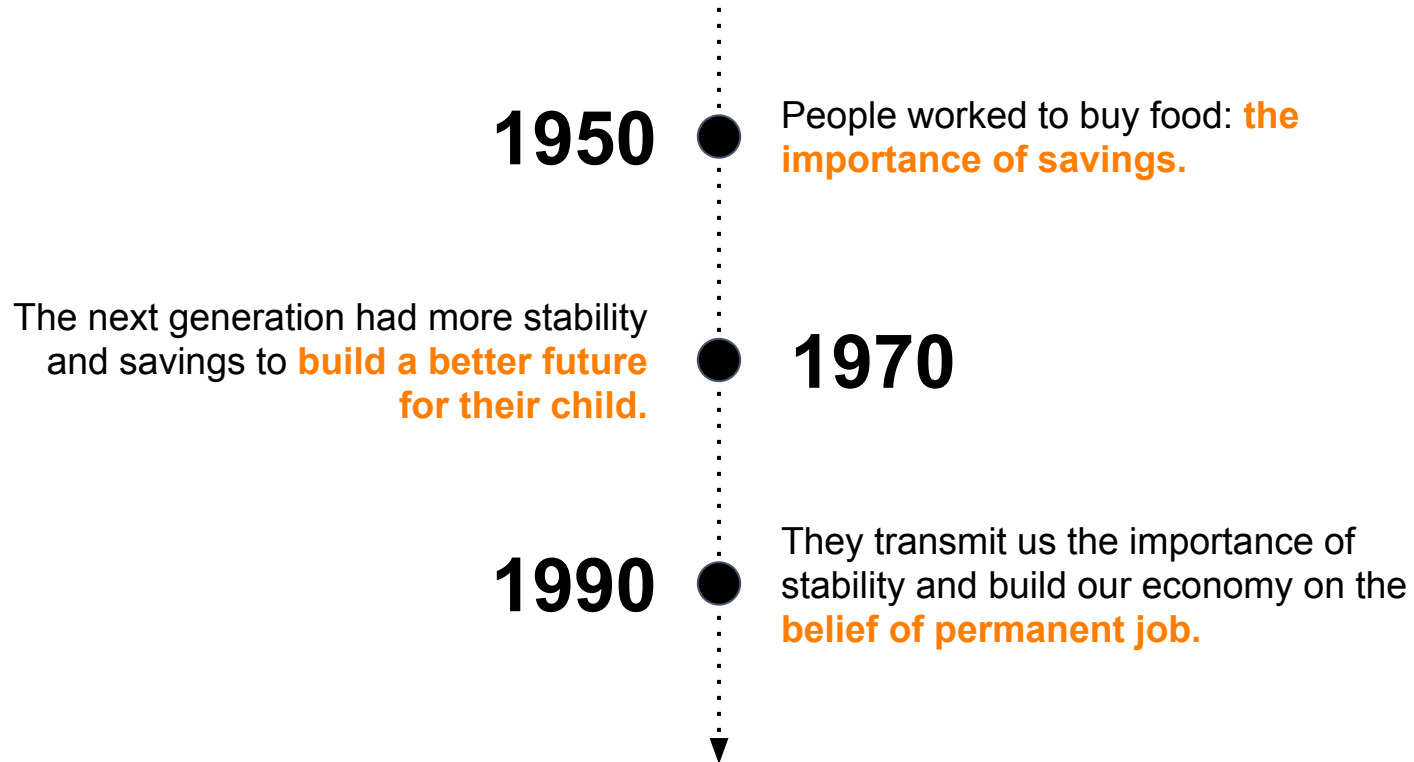
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1990 ● They transmit us the importance of stability and build our economy on the **belief of permanent job.**

A permanent job is an obligated condition to be economically independent of your family.
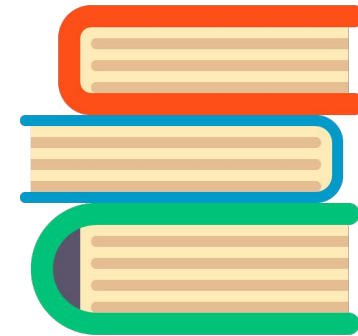
The Silicon Valley's way

experience to build value

RISK

RISK = LEARN

What about **mistakes**?
They **made you more credible and interesting in the market.**

Back in Italy

I decided to change work every time
I felt too safe

Until I joined Instilla

Here **we let people learn and taking** risks constantly, **to build a better business** for your clients.

Take risk to build a better ecosystem

How? Letting people understand that
**the most effective way to create value
is doing, take risks, make mistakes**
that will let their ecosystem became
better and help others to grow.

Thanks

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