



**Casa**

# Bridging the Tuscany Region Innovation Ecosystem with Silicon Valley

September 28 - October 2, 2026

# Program Schedule

# Program Timeline: From Preparation to San Francisco

Regione Toscana, in collaboration with INNOVIT, supports 15 winning companies through a structured program, guiding them from preparation to direct engagement with U.S. investors and stakeholders.



**July 14th**

Opening Session

**July 14th - July 31st**

Assessment and  
Feedback

**July - September**

On-demand content  
and Training

**September 10th**

Kick-off Session



**Sep 28th - Oct 2nd**

San Francisco

**October - December**

Follow-up

# Program Timeline: Preliminary Activities

This initial assessment enables the INNOVIT team to identify each company's strengths and areas for improvement, creating a personalized preparation path toward San Francisco.



## Assessment Questionnaire

Deep-dive into company strengths and weaknesses



## Materials Analysis

Review of pitch deck and business model materials



## Market & Competitor Analysis

PitchBook data analysis for market positioning



## Collective Feedback Paper

Sharing common improvement areas across all founders



## Personalized Learning Path

Tailored training recommendations for US market

# Program Timeline: On-Demand Content and Training

From July 14th to July 31st, and in September, companies will access a curated selection of training materials organized in thematic modules to prepare for the San Francisco mission.

## Module 1: Silicon Valley Mindset (On-Demand)

Understanding the unique business culture and approach that drives Silicon Valley's innovation ecosystem.



**Leandro Agrò**  
Content: Insights and inspiration from the Silicon Valley Ecosystem



**Marco Marinucci**  
Content: The Silicon Valley Playbook



**Alfredo Coppola**  
Content: The Impact of Culture on Business



**Paolo Privitera**  
Content: 20 Lessons Learned from 20 Years in Silicon Valley

## Module 3: Pitch & Presentation Skills (On-Demand)

Techniques to craft compelling pitches that resonate with American investors and partners.



**Pancrazio Auteri**  
Content: Pitching - How to get that second meeting?



**Augusto Coppola**  
Content: How to present your company



**Riccardo Guidi**  
Content: Mastering the Art of Pitching



**Patricia Jennifer Liu**  
Content: Pitch Fundamentals

## Module 2: US Business & Legal Framework (On-Demand)

Essential knowledge about legal structures, market dynamics, and business operations in the United States.



**Majda Barazzutti**  
Content: Legal Implications of doing business in the US



**Massimo Giacchino**  
Content: Trend Analysis and Market Access



**Massimiliano Caruso**  
Content: Logistics, Tax & Legal

## Module 4: Advanced Strategies (On-Demand)

Essential knowledge about legal structures, market dynamics, and business operations in the United States.



**Leandro Agrò**  
Content: Innovation Models



**Marcello Majonchi**  
Content: Product Design



**Andrea Toponi**  
Content: Sales Tools



**Sandra J. Miller**  
Content: Gearing Up for Silicon Valley



**July 21st**  
2H pitch workshop  
(live session)



**September 9th**  
2H pitch workshop  
(live session)

# Program in San Francisco

# *INNOVIT Program for Tuscany Innovation Outpost*

INNOVIT, in collaboration with Regione Toscana, supports and enhances the best Tuscan startups, guiding them on a journey of growth and success through an exclusive innovation program in San Francisco.

## **15 Startups and PMI**

selected from the Tuscan innovation ecosystem by INNOVIT - the Italian Innovation and Culture Hub, and Regione Toscana.

## **1 week program** at INNOVIT

San Francisco, in the technology heart of the United States.

## **Multiple industries** focused

on showcasing Tuscany's excellence and innovation potential on a global scale.



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**MONDAY**  
Sep 28th



**TUESDAY**  
Sep 29th

**WEDNESDAY**  
Sep 30th

**THURSDAY**  
Oct 1st

**FRIDAY**  
Oct 2nd

MORNING

AFTERNOON

EVENING

TOSCANA FUTURA  
SHOWCASE

# THURSDAY | October 1st

**MORNING:** Doors open at 9am  
Getting showcase-ready

09.00

## MORNING BRIEFING

Final preparation for today's expo. Review logistics, refine presentations, and get ready to share your innovation journey with the Silicon Valley community.

09.45

## OPEN DESK

Schedule meetings, polish your presentation, or prepare your showcase. A window of flexibility to manage your final preparations.



5:00

## OPENING SESSION

Key institutional leaders present the strategic vision for Tuscan innovation in Silicon Valley to selected media.



**Massimo Carnelos**  
Consul General  
of Italy in SF



**Alberto Acito**  
Executive Director,  
INNOVIT



**Institutional Representative**  
Tuscany Region

**AFTERNOON**  
Innovation Stories

5.15

## TOSCANA FUTURA:

### Bridging Tradition and Innovation

Ten remarkable Tuscan companies will share their journeys of discovery - their challenges, their breakthrough moments, and their vision for the future.

### INSPIRATIONAL TALK

A distinguished speaker from Silicon Valley will set the stage with an inspiring keynote, offering insights into the power of innovation, resilience, and the role of Tuscan excellence in shaping the global tech ecosystem.

### PITCHES

Ten passionate tales of vision and determination, revealing the unique spark of Tuscan innovation.

### CLOSING REFLECTIONS: INNOVATION & IMPACT

Francesca Buonanno, Management Board, Chief Project Manager INNOVIT, and Diego Teloni, Management Board INNOVIT, will offer final reflections on the day's events and the future opportunities for Tuscan innovation in the global market.



**Francesca Buonanno**  
Management Board, Chief  
Project Manager, INNOVIT

6.30

## EXHIBITION

The ten Tuscan entrepreneurs will have dedicated stations where they can engage directly with the audience, showcase their products, and share their entrepreneurial journey in depth. This interactive space allows attendees to explore innovative solutions up close, fostering meaningful connections and collaborations.



6.30

## NETWORKING APERITIF

The networking never stops.



**MONDAY**  
Sep 28th



MORNING

WELCOME

WELCOME STARTUPS!

REALITY CHECK

CLARITY IS KEY!

WHY STARTUPS FAIL AND  
HOW TO AVOID IT

SILICON VALLEY MINDSET

FOUNDER JOURNEY

EXPLORE THE CITY

AFTERNOON

EVENING

**TUESDAY**  
Sep 29th

LET'S DIGEST!

LET'S BUILD COMPANIES.

TECH IS NOT SELLING.  
BRANDING IS.

PITCHING LIKE A  
ROCKSTAR

1:1 MENTOR  
MATCHMAKING

NETWORKING WITH  
MENTORS

**WEDNESDAY**  
Sep 30th

LET'S DIGEST!

NETWORKING &  
PARTNERSHIPS

WHAT INVESTORS WANT

FUNDRAISING  
FUNDAMENTALS.

OPEN DESK

SHARK TANK

**THURSDAY**  
Oct 1st

MORNING BRIEFING

PRESS CONFERENCE

OPEN DESK

TOSCANA FUTURA  
SHOWCASE

NETWORKING

**FRIDAY**  
Oct 2nd

COMPANY TOUR

WRAP UP LAB

CLOSING EVENT

■ VISITS ■ APPLIED WORKSHOPS ■ MENTOR SESSIONS ■ EVENTS ■ OPEN DESK ■ NETWORKING



**INNOVIT**  
ITALIAN INNOVATION & CULTURE HUB

**Casa**

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