

イタリアのスタートアップ・ウェビナー

Italian 🇮🇹 Startups and Japanese 🇯🇵 Companies:

The Key to Collaboration

Speaker Introduction

Maurizio Raffone
Chief Financial Officer



Speaker Introduction: Maurizio Raffone マウリツィオ・ラッフォーネ



Chief Financial Officer



Previous Professional Experience



Educational Engagement:



SCHOOL OF PROFESSIONAL STUDIES

 www.linkedin.com/in/maurizioraffone

 t.me/mraffone



**Singapore
Based**

**Regionally
Focused**

Credify Pte. Ltd.
Singapore

CREDIFY CO. LTD.
Vietnam

CREDIFY GK
Japan

**Embedded Technology and Digital Identity/Passport
Solutions for Enterprises**
<https://www.credify.jp>

Best Practices

How to optimize your chances of success when working with startups



Best Practices

Avoid the pitfall of superficial knowledge

Some words generally associated with:

Japanese Companies: slow, complicated, rich, tech-savvy

Italian Startups: disorganized, niche, stylish, creative

There are some grains of truth but that's noise, not going to help you reach your goals

Best Practices are Universal: beware of preconceived notions

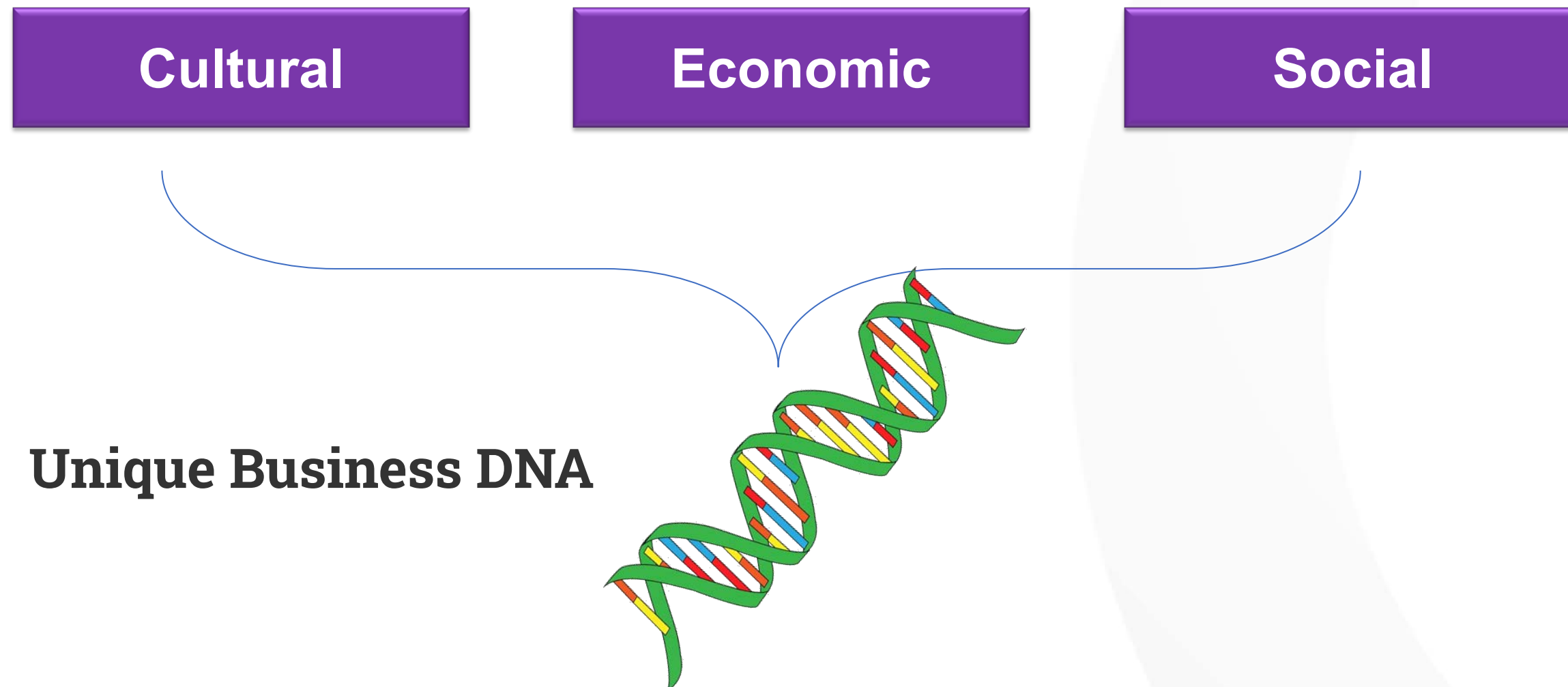


Best Practices

There are **common** elements for success across countries/people: Focus on Those!

Eg: accomplish success, increase knowledge, sell more, reduce costs ...etc

However, other factors impact a company's approach to such best practices:





Best Practices

So, what are some of the areas of Best Practices

The Raffone Method ©

Goal Setting



Clear definition of what needs to be done

**Interest
Alignment**



Ensure the goals are shared by all stakeholders

**Clear
Communication**



Structured and transparent process to avoid misunderstandings

Agile Evaluation



Act quickly to provide feedback and adjust course of action

**Metrics
Measurement**



Quantify performance and achievements

Acceleration



Don't let the good work done go to waste



Key Points for Collaboration

For Japanese Companies

Collaboration can mean many things: experimentation, testing, validation, commercialization.

Choose what you are looking for and communicate it.

For Italian Startups

Don't oversell your [technical] abilities.

Be clear in your resource commitment.

For Both

Track your collaboration experience and build a data bank and knowledge base around the process, not just the results: this will lead to better collaborations in the future.



Conclusions

Avoid Stereotyping    Italian Startups and    Japanese Companies.

Focus on Implementing Best Practices.

Build a knowledge base, gained from your experience, in order to make the most of the next collaboration opportunity.

Reach out for support: Italian Trade Agency, EU-Japan Center, etc.

Grazie!

ありがとう!

Thank you!

