

# HOW TO BUILD A 1 MILLION EURO COMPANY (AND RAISE IT TO 100)

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Board member Adelante Srl, MATIKA Spa, Etaeria Spa

Founder & CEO 4Fin Srl





The Private Cloud

WIIT S.p.A., company listed on the MTA STAR Segment (WIIT.MI), is one of the main Italian players in the Cloud Computing market.

We are distinguished by our proven experience in the field of Hosted Private and Hybrid Cloud services of non-interruptible critical applications.



**1996 established**  
since 2007 focused on Cloud



**+70 countries online**  
in 4 regions



**2 Datacenter**  
1 DC Tier IV



**100% Green Energy**  
since 2016



**70 top clients**  
+400 midsize clients



**5 successful acquisitions**  
since 2015



**10 branches**  
of which 2 abroad



**2017 listed on the Stock Market**  
since 2019 in the MTA Star segment



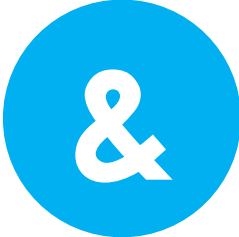
**+230 Employeers**  
+180 Cloud Specialists



**+33M€ 2019 revenues\***  
280M€ of Market Cap

(\* Average of Analysts Consensus for 2019-21 (source: Banca IMI, Intermonte SIM and Midcap LCM, Dec19/Jan20)

Vision



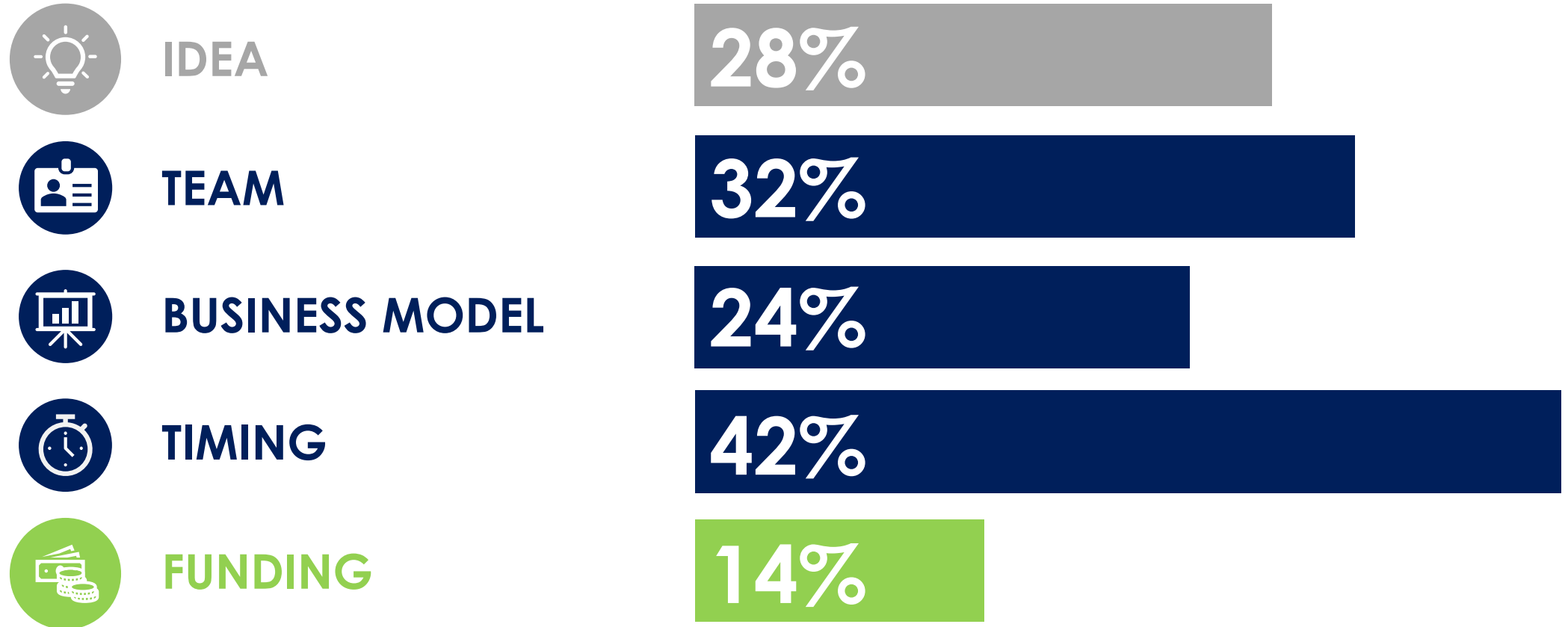
Execution



# Vision vs. Execution

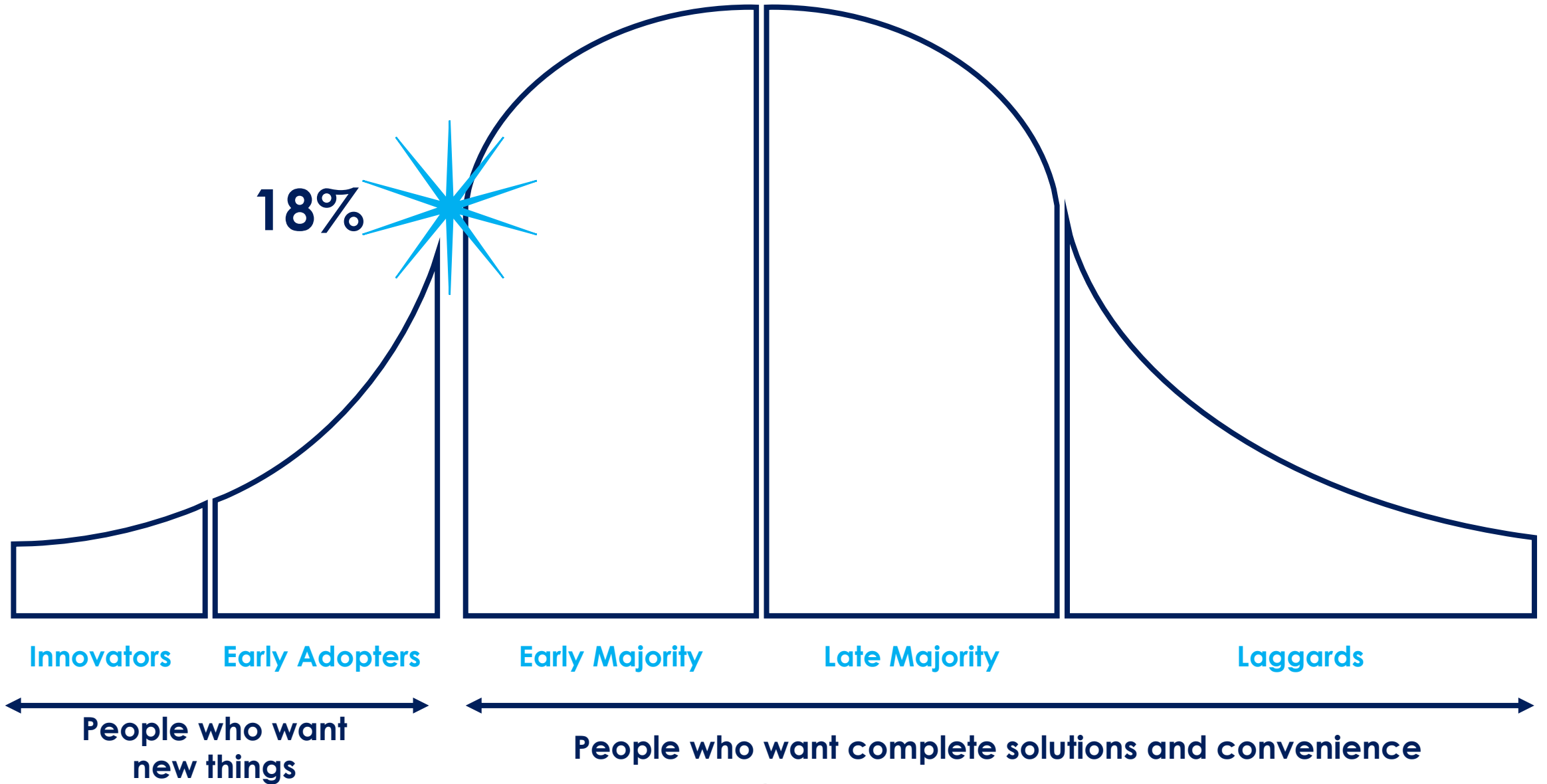
	Vision		Execution		Value
Weak	1	x	1	=	1
Good	10	x	100	=	1,000
Brilliant	100	x	10,000	=	1,000,000

# Start-up's success factors

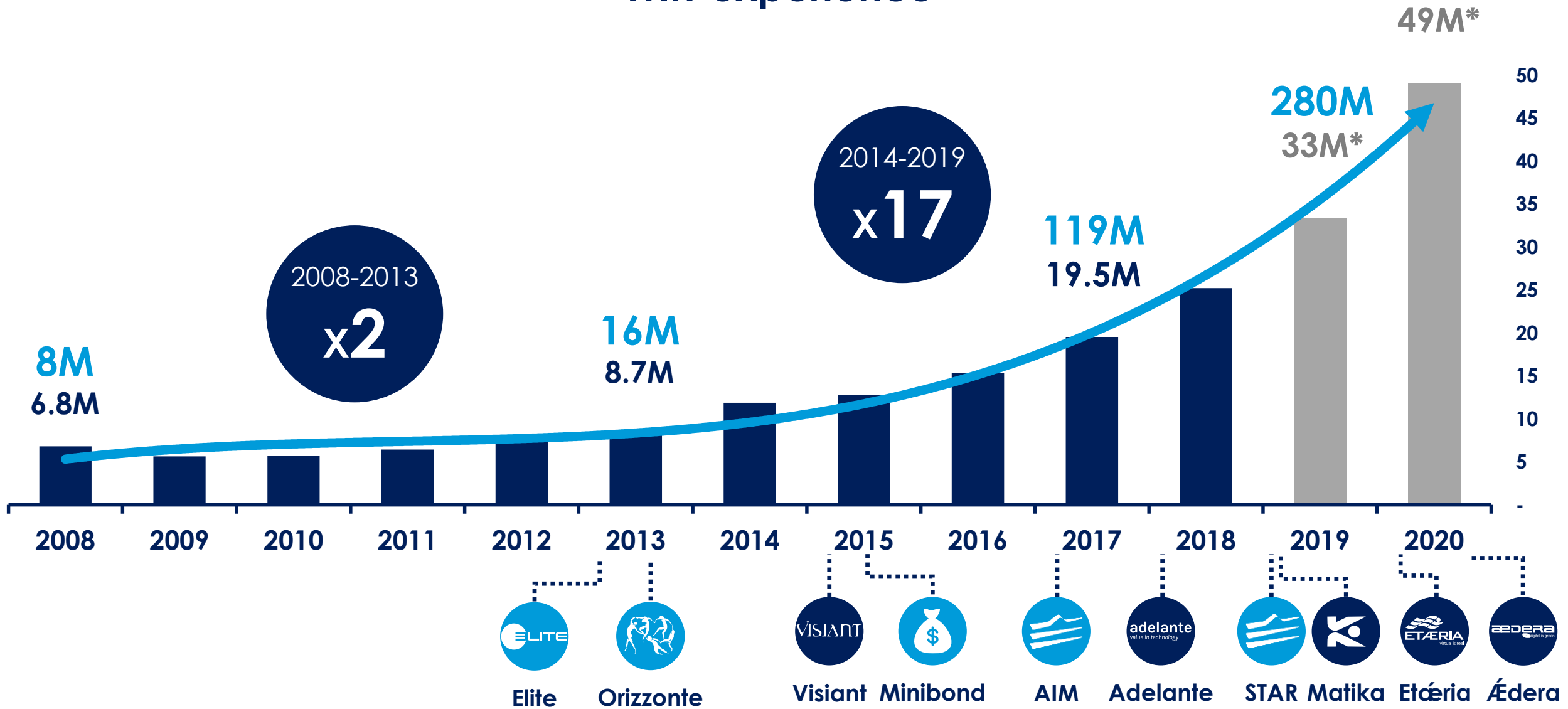


Source: Bill Gross – Founder of Idealab (x% is the difference between success and failure)

# Crossing the abyss



# WIIT experience



(\* Average of Analysts Consensus for 2019-21 (source: Banca IMI, Intermonte SIM and Midcap LCM, Dec19/Jan20)

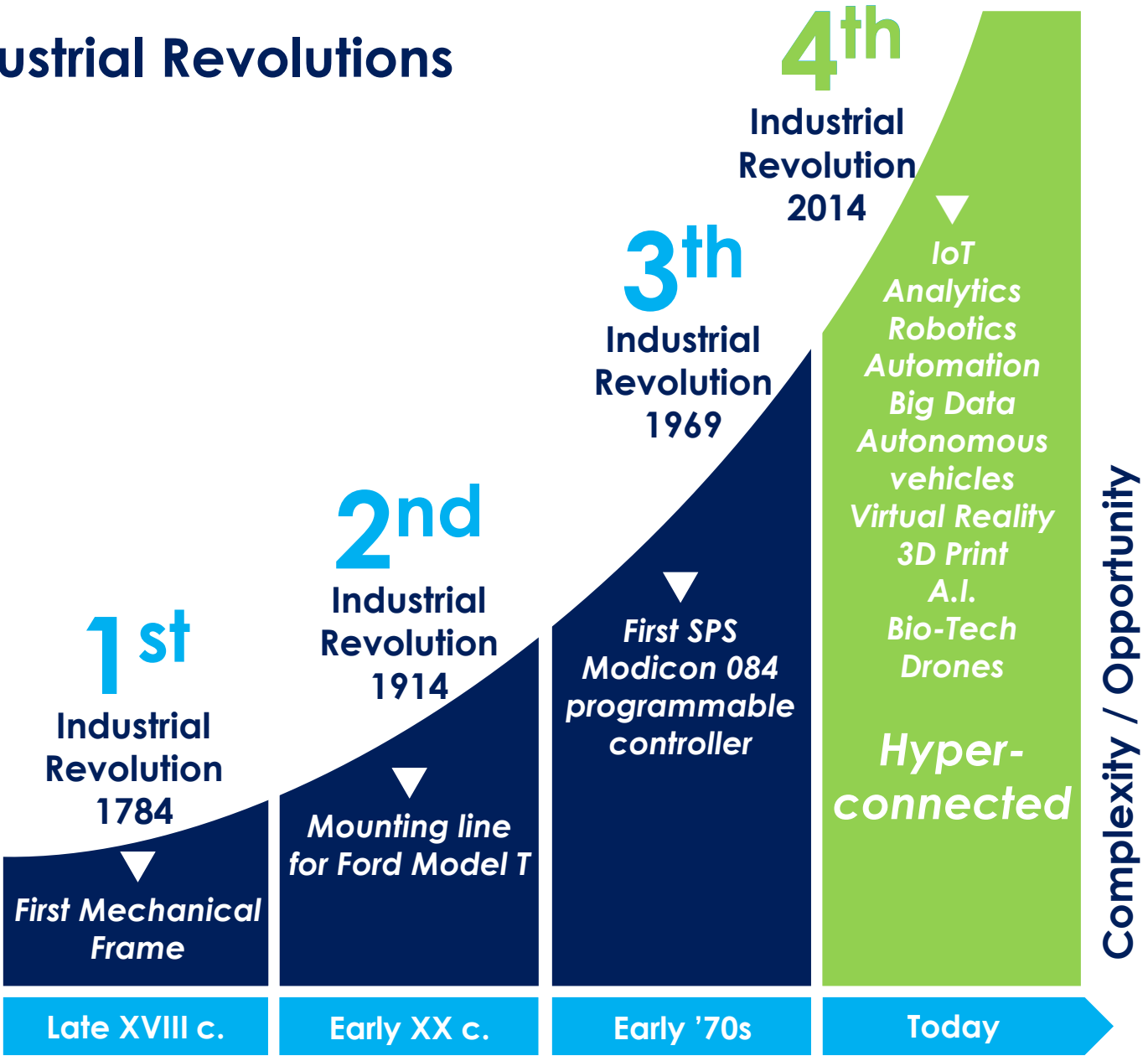
# Third Factor

Vision		Execution		M&A		Value
1	x	1	x	1	=	1
10	x	100	x	10	=	10,000
100	x	10,000	x	100	=	100,000,000



# WHY: 4 Industrial Revolutions

<b>1.0</b>	<b>1784</b>	Mechanization, steam and water power
<b>2.0</b>	<b>1870</b>	Mass production and electricity
<b>3.0</b>	<b>1969</b>	Electronic and IT systems, automation
<b>4.0</b>	<b>today</b>	Hyper connected smart systems



# WHAT: Accelerating Growth

Vision

Execution

Funding

Growth



IDEA



TEAM



BUSINESS MODEL



TIMING



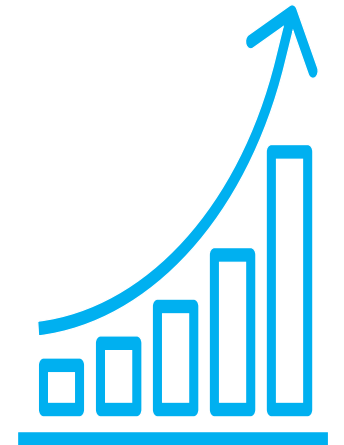
M&A



GLOBALIZATION



INNOVATION



# HOW: The Recipe



IDEA/VISION



TEAM



BUSINESS MODEL



TIMING



FUNDING (for growth)

- FOCUS & SPREAD WHY

- EMPOWERMENT

- ENGAGEMENT

- HAPPYNESS

- EBITDA FIRST

- HEALTHY HAPPY CLIENTS

- THINK SUSTAINABLE

- MARKET TRENDS

- ADOPTION CURVE

- FAIL FAST

- M&A

- GLOBALIZATION

- INNOVATION

# WIIT TAKE YOUR BUSINESS ABOVE THE CLOUDS

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