

# BB reative



UPDATING

## WHO WE ARE

**BB Creative** was founded in October 2018 by the meeting of four professionals who decide to combine synergistically their competences and experiences to create an entrepreneurial project, with a clear vision of management consulting and Business services.

**The Vision:** *BBCREATIVE want to be the referring point on the evolving culture, taking by hand who want to increase the business with new proposals and projects.*

*A proactive company offering professional services, tools and competences with the aim of developing the real values of each company.*

**The Mission:** With courage and intellectual curiosity we work to forge entrepreneurs, accompanying them, in the current world of change, towards a managerial autonomy, attained through the renewal of the company and the evolution of their specific attitudes managerial and professional.

We believe in the work of a team of professionals and partners of long experience, that for years and every day we build to provide the best service to our customers.



# INTERVENTION AREAS

## Management Consulting



## Communication Consulting



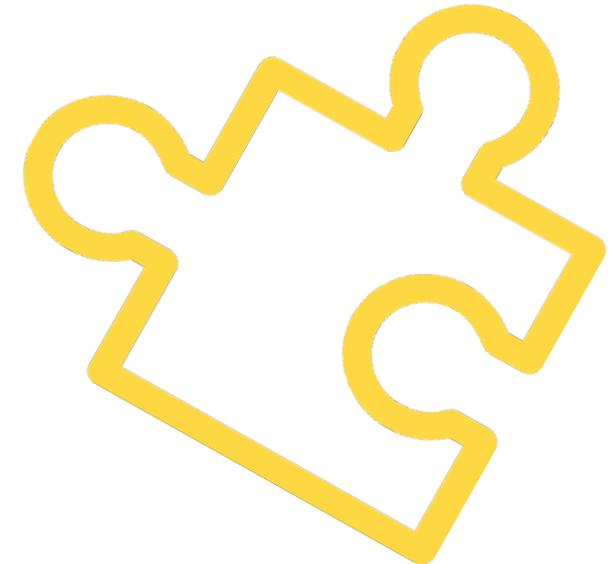
## Innovation Consulting



## Training Course



## Marketing Consultancy



Frequently, those who govern an enterprise do not have the possibility to measure the companies state of the operating processes, for reasons of time and/or competences, and that is true for the companies that are on the market for a long time, as for the startups.

Are not uncommon situations, the realities of long duration that operate inefficient way because: "It is always done so", slowly losing market shares and remuneration of the capital. **Almost always, what was winning yesterday, is no longer today and what is today will not be tomorrow.**

To this need, more or less aware, responds to management consultancy, which, through four main phases, identifies any areas of improvement, designs personalized solutions, helps and supports the entrepreneur in their implementations and, finally, verify that the results obtained correspond to those expected.

For BB Creative The management consultancy is even more: it's to direct the entrepreneur in the change made necessary by the continuous evolution of the environment in which he lives, transferring at the same time the know-how that will allow him to grow still independently.

Too often it happens that a good business model find some problems, that are apparently inexplicable, due in fact to un- correct interpretations by the experts.

Moreover, the unbreakable progress of the surrounding environment, brings more and more faster to the "decline" of conventional instruments and communication channels, at the same time, to flourish new ones, always and constantly evolving.

The communication consultancy of BB CREATIVE intervenes to create or make effective and efficient **communicative processes (outside and/or inside)** of the business model of a startup or a company started.

Based on a thorough analysis of the context in which the company operates through the identification or redefinition of the market segments, it wants to reach for the positioning or repositioning of the product/service, BB Creative arrives to the identification of an **integrated, coordinated and coherent communication plan.**

Intuitively it is simple to correlate the terms "INNOVATION" and "CHANGE", also because in the history of the Economy you can easily read their close relationship: the more contextual changes grow, the more companies innovate.

Innovation concern the offer of value (product or service but also, the way in which something is produced (production processes), the way it is proposed and many other aspects.

**The most frequent obstacle to an innovative idea is the difficulty in finding the resources needed** for its design and implementation.

BB Creative want to introduce itself as an **innovation facilitator that each company need to put in to its business model.**

To do this, it acts on two separate fronts also closely related: the design and the retrieval of investments through calls for tenders, funded funds and other privileged channels.

One on all the European project Horizon 2020 for research and innovation projects, also open to Swiss companies.

As BB CREATIVE Mission says, *"We work to forge entrepreneurs, accompanying them in the current world of change, towards a managerial autonomy"*, our aim is to create **entrepreneurial culture**, transferring knowledge and skills that allow the entrepreneur to grow and change independently.

To this end, beside to other intervention areas, we provide to personalized training courses and projects, also because of partnerships with qualified professionals.

We perform both courses in the company designed, according to specific needs, and different courses in the classroom, from the workshop to the seminar, from the day-course to modular paths.

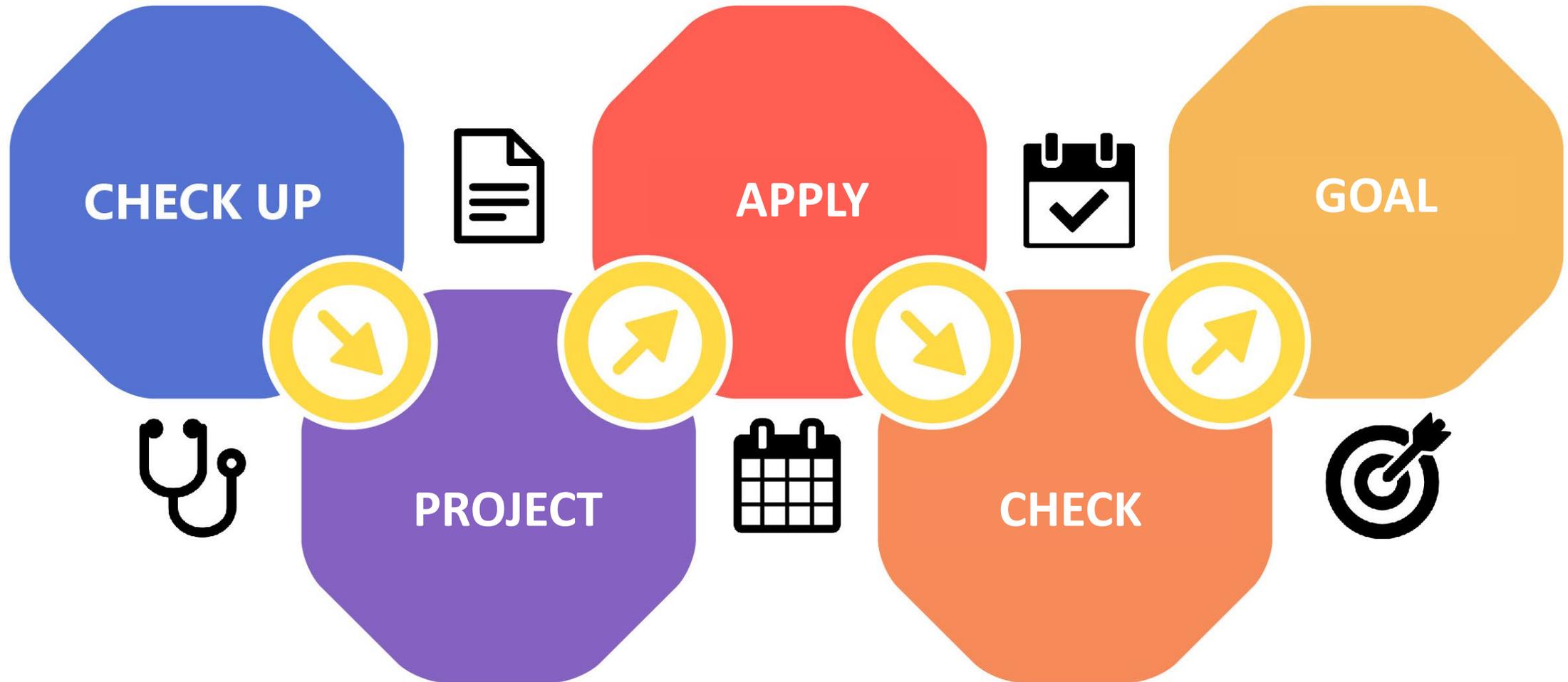
To say only a few examples of topics covered, known to those who make business: Social Media Marketing, Blogging, the first steps of Business Startups, non-verbal communication, Public Speaking.

Companies produce to sell products and services, as a result, even channels and sales networks, are a key element in achieving the goal and the success of each business model.

Sometimes the need to create a sales network can arise from a project of expansion towards new markets, whether they are intended as a market segment or as foreign markets (international market)

The construction of an effective and efficient sales network, either physical or on line, is a delicate process composed of several phases, at the base of which there must be a precise and carefully planned sales strategy.

BB Creative stands as qualified for the definition of this strategy and the execution of the individual phases that serve to develop and launch the sale network of your company.





BB CREATIVE submits the company to a **Pre-analysis** to photograph the business model.



Provided the results of the Checkup, if the customer adheres to the **proposal**, a **PROJECT** is developed and introduced, just like a **CONCEPTUAL MAP** with **Strategies, Goal and Timing**, that will guide the Company in the execution of a process of change.



After the project has been approved, BB Creative guides the company in its **EXECUTION**, offering the support of the **Project Manager** to guarantee the success of the project and the achievement of the goals.



The presence of the P.M. is aimed at **verifying and validating** the individual phases of the project, in order to confirm the strategies adopted or make the necessary modifications to the correct execution of the project.



To put the entrepreneur in a position to continue the job independently, thanks to the **renewal of the company** and to **the evolution of its managerial and personal skills and attitudes**.



### Expertises

- Finance
- Economy
- Anti-money recycling
- Startup
- Audits

### Other roles and positions

- Managing Partner at Andersen Tax, Lugano
- Member of the board of directors of Raiffeisen Bank
- Auditor certified by ASR

**Tiziano Ballinari**, class 1966, Corporate and Fiscal Consultant, specialist in finance and accounting, is one of the founding partners of Reviglobal SA now integrated into the Andersen Suisse group, in which is a managing partner.

With over 20 years of experience in Swiss and international fiscal matters, he helps customers in defining commercial operations, advises start up, accompanies in fundraising, facilitates contacts, specialized in anti-money-recycling, he deals with risk management, data protection projects, areas of conformity and reputational risks, mapping and definition of projects and remediation plans, elaboration of policies and procedures.



## Expertises

- Social Media Marketing
- Blog and Website
- Training
- Content Management
- Copywriting

## Other roles and positions

- Founder and Manager of BK Comunicazione (2012)
- Director and founder de La Voce del Ceresio ([www.lavocedelceresio.it](http://www.lavocedelceresio.it))
- Trainer

**Marco Baruffato**, class 1983, has graduated with full marks in Varese in Technical sciences of Communication, at the University of Insubria.

Following a specialization course in journalism and multimedia, he builds and collaborates his skills as freelance, collaborating with many companies and professionals in Varese areas.

In 2012 he won the Start Competition of Lombardy region in the category of young entrepreneurs under 35 and founded BK Communications a small and dynamic agency, offering services and consultancy about Web marketing and, more generally, enterprise communication.

After his meeting with Pierluigi Borgonovo in 2017, was born the collaboration that will lead him to join the project BB Creative.



## Expertises

- Finance
- Economy
- Business Planning
- Project Management
- Industrial Restructuring

## Other roles and positions

- Financial Advisor
- Temporary Manager
- Management Consultant

**Stefano Dierico**, class 1966, graduated in economics and Commerce from the University of the Sacro Cuore in Milan.

He has gained consolidated financial and managerial experience for medium and small businesses, with particular expertise in the improvement of processes and procedures, control of management and growth of company performance, of project management, reorganizations and corporate restructuring.

Now freelancer, he works as a consultant and administrator in several companies.

In BB Creative has found the ideal scope in which put his knowledge in management consulting and innovation.



## Expertises

- Economy & Finance
- Commercial
- Marketing
- Project Management
- Industrial Restructuring

## Other roles and positions

- Temporary Manager
- Management Consultant
- Out-house collaborator at Innesti SAGL
- Project Manager at BK Comunicazione

**Pierluigi Borgonovo**, class 1959, has a wealth of managerial experience in accounting, administration and finance with a wide versatility.

During his professional career he enriched his skills through specific training courses.

In recent years has transformed his figure making it more and more independent becoming a management consultant. Offering to companies that want to grow innovate or overcome situations of difficulty.

Thanks to the meeting with different professionals belonging to different sectors, BB Creative becomes the opportunity to bring the management consultancy in a project of wider breadth.



### [AndersenTax](#)

Tax consultancy, accounting, corporate and RU-Lugano (CH)

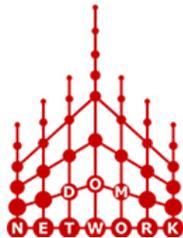
It proposes assistance in fiscal, Swiss and international matters, for private individuals and companies, as well as accounting, business and human resource management consultancy.



### [Europartner](#)

Subsidied Finance for Business-Milan (IT)

For more than 25 years, it has been supporting companies in investment projects, identifying the best financial solutions for private and public customers and selecting the most suitable facilitated finance opportunities for them.



### [Dom Network](#)

Business Internationalisation Services-Milan (IT)

Dom Network is a company founded by Marco Beretta and Giorgio Emma with the aim to exploit the more than 15 years of experience in the processes of internationalization of companies.

# **THINKING ABOUT THE FUTURE**

**Get accompanied on the road of change**

