

# “Affiancare le Startup in Ticino”

Innovation. Mentorship. Local Impact.

Project Presentation

Rotary Club Lugano-Lago



# Why Startups? Why Now?

- Every community has bold entrepreneurs, they just need support.
- Startups are engines of innovation and local economic growth.
- Rotary Clubs have the talent, time, and networks to make a difference.



Startups Presentation Night *Sorsi di Startup*,  
27.11.2024

Wherever there's a Rotary Club,  
there's potential!



SERVIRE PER CAMBIARE VITE

# A Model That Works Everywhere

*Simple, flexible, and scalable*

This Project was created by Rotary Club Lugano-Lago and later joined by RC Lugano and Rotaract Ticino — but it's designed to fit **any Rotary Club**, anywhere.

## It offers:

- Structured mentorship
- Tools and best practices
- Local partnerships
- High visibility public events



# The Process



## Identify Startup & Needs

Understand the challenges faced by local startups



## Map Coaches' Skills

Assess the expertise available among members



## Match & Kick-off

Pair mentors with startups for an initial meeting



## Mentor & Promote

Provide ongoing guidance and organize events



## Measure & Improve

Gather feedback and refine the program



# Why Are We Perfectly Positioned

Our strength is our diversity

- Multidisciplinary skills across members
- Deep community ties
- Values of service, collaboration, and integrity
- Global reach, local roots



"We don't replace entrepreneurs  
— we empower them to thrive"



# Measurable Impact

*What success looks like*

## Examples from Lugano:

- 15+ startups mentored
- 400+ hours of Rotary guidance
- 2 community-facing events
- Dozens of relationships sparked

## Template KPI for other clubs:

- Startups supported
- Coaches' hours
- Events organized
- Local partnerships
- Media awareness & visibility



# Stories That Inspire

*Real people. Real transformation.*

## Startup Voices

- *“This project is a meeting point for entrepreneurs that helps grow faster.”*  
**Sepehr Behesti**, Founder of **SkinMind** (MedTech startup – VentureKick & BoldBrain finalist)
- *“We’re grateful for the guidance, especially the legal advice on contracts — it was incredibly helpful.”*  
**Franco Burlando**, CEO & Co-founder, **Lighthouse Tech SA** (Smart device for the visually impaired)

## What Our Coaches Say

- *“A great opportunity to reconnect with old contacts and create new ones.”*
- *“One of the keys to success is how effectively startups present themselves.”*
- *“Rotary philosophy fits perfectly with this project and its ecosystem.”*



# Your Rotary Club Can Launch It Too

How **any Rotary Club** can adopt the model of Affiancare le Startup

- Use our playbook to launch locally (Project Toolkit Documentation)
- Partner with your local incubators or universities
- Include Rotaract members
- Host a “Pitch Night” or mentoring workshop



# The Future Vision: Ask for the Project Toolkit Documentation

Rotary Clubs can support local community growth, empowering entrepreneurs to bring solutions for the benefit of all.

- Positive community impact
- Rotary Club engagement and revitalization
- Shared knowledge, shared success
- Every Rotary Club can contribute to the know how “hub of innovation”



# Q&A

Let's build the future together.  
Each question adds value to achieving a common vision.

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