



"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!





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:

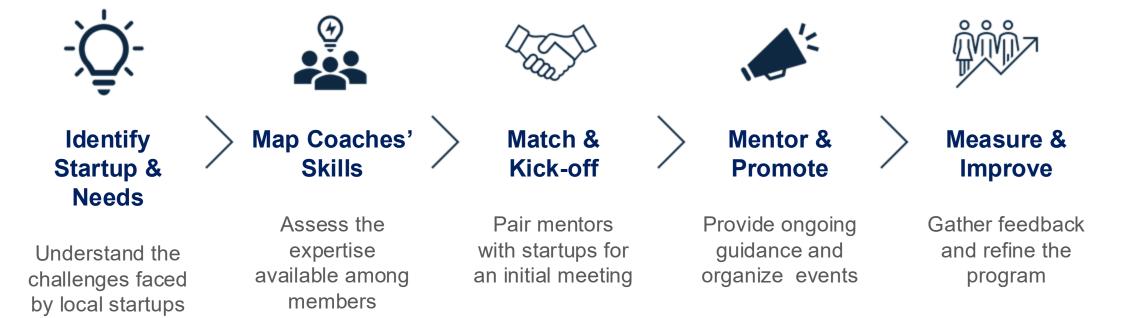
- Structured mentorship
- Tools and best practices
- Local partnerships
- High visibility public events







The Process







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 & Cofounder, 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"









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

Jon Becker +41 79 680 54 99 jonbecker@me.com