



A COMMUNITY OF  
PEOPLE

COMPANIES

OPPORTUNITIES

IDEAS

WORKING TOGETHER

FOR INNOVATION

March 28<sup>th</sup>

# Food & Tech

# Food & Tech Community Day

Trends in the Food & Distribution sector –  
Massimo Baggi - Marketing Director @Selex

Lifestyle Tech Competence Center part of  
Switzerland Innovation Park, the FoodTech  
innovation award and startup scouting -  
Andrea Lentini - Senior Innovation  
Manager

Web3, GenZ and the metaverse - Luca  
Ambrosini CEO @ Rubicon Studio



Andrea Lentini  
Senior Innovation  
Manager



Massimo Baggi  
Marketing Director



Luca Ambrosini  
Founder & CEO -  
Rubicon





# Dagorà: Lifestyle Tech Community

Nurture and grow a Lifestyle-Tech community by combining agile workspaces, business networking and knowledge sharing



# Dagorà is founding partner of Lifestyle Competence Center, part of Switzerland Innovation Park

Swiss Innovation Park in Ticino aims to strengthen territorial positioning and attract investment to generate local value



**SWITZERLAND  
INNOVATION**

PARK TICINO | SITE OF PARK ZURICH



**LIFESTYLE TECH  
COMPETENCE CENTER**





## OUR VALUES

HUMAN CENTRIC

COMPETENCES  
SHARING

PARTNERS  
COLLABORATION

IMPACTING  
THE TERRITORY





# Our Team



**Serse Bonvini**  
CEO



**Bianca Bonetti**  
Speaker Manager



**Carmen Machiels**  
Marketing & PR



**Bobana Vujic**  
Operations Manager



**Ai Lan Tran**  
Community Manager



**Carlo Terreni**  
Chairman



**Daniele Panato**  
Community  
Development Director





## Daniele Panato

### *Community Development Director*

+10 years of international experience in digital media,  
on-line video advertising and general management

**Managing Dagora's Community and its activities along with  
managing the commercial activities for members, tech  
service providers, brands, retailers and manufacturers**





Group



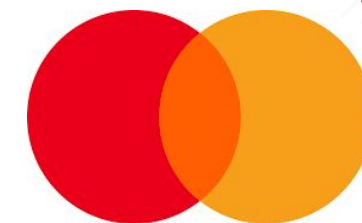
Scuola universitaria professionale della Svizzera italiana





**+20**

**MEMBERS OF DAGORÀ COMMUNITY**





# EVENTS 2023/ 2024



10 -12  
Community Days

All year



e-Sustainability



e-Sustainability  
Summit

25 October



e-Luxury  
Summit

28 November



Lifestyle  
Innovation Day

22 April 2024



# Looking forward...

## Lugano Inquilino tecnologico nello stabile Sant'Anna

Via libera alla convenzione tra la Città, Dagorà SA e l'Associazione Lifestyle Tech per la messa a disposizione per cinque anni degli spazi in via Peri – Il Municipio propone anche di versare 250 mila franchi annui per coprire parte dell'affitto e agevolare il trasloco da Manno



Lo stabile di via Peri offre circa il doppio di superficie rispetto a Manno. © CdT/Gabriele Putzu





# Community Days 2023



23 JAN

**Tech, Talents & Ticino**  
JobCloud – Accenture –  
Jobtome



07 FEB

**Travel and Tech**  
Plan Hotel, Ticino  
Turismo, Digital  
Switzerland



28 MAR

**Food**  
Rubicon Studio



20 APR

**Fashion Outdoor Retail**  
Tinext



23 MAY

**Banking**  
Matteo Bernardoni - UBS



13 JUN

**Design & Furniture**



4 JULY

**Fashion**  
Unguess



5 SEPT

**Insurance Tech**



3 OCT

**Horologerie**



30 NOV

**Lifestyle**





# Community Days 2023

**NEXT COMMUNITY DAY:**  
**Fashion Outdoor Retail**

- 10 to 15 editions a year
- Location CH
  - 3 linguistic areas
- Objective: minimum 3 speakers to each event :
  - ROLES: **C-level** Brand/Retailer/Manufacturer/ Investor
  - COMPANY: **LARGE** or **MEDIUM**
  - LOCATION BASED (TBD): 1 from CH German or French Part, 1 from Ticino , 1 from Italy
- Attendees
  - From 30 to 50
  - 50% members
  - 50% ad hoc guests





# Membership (Tech Service Providers)

## COMMUNITY DAYS

Closed door business  
networking events hosting

30-45 people in Switzerland -  
Main Events

## MAIN EVENTS

3 main events a year in  
Switzerland from 1.000 to 300  
participants

## INTERVIEW & CONTENT

## COWORKING SPACE

First co-working space opened  
in Lugano Manno

## DISCOUNTS

- Access to up to #3 Community Days per year
- 1 person per event
- 1 person Lifestyle Innovation Day in Lugano in March
- 1 person e-Sustainability in Zurich in October
- 1 person e-Luxury in Lausanne at IMD in November
- Extra 3 free passes for each event to invite customers or prospects
- Only Brand, Retailers, Manufacturers or professional investors
- 1 interview a year
  - published on Dagora's Lifestyle Innovation Hub website
  - social sharing of the interview on social media
- Special packages dedicated to Dagora's members for work desks and meeting rooms usage
- 10% discount in case of 1 event sponsoring
- 15% discount in case of 2 event sponsoring

# Welcome new Community Member!



**Elena Salviato**  
Digital Marketing  
Manager



**Ale Agostini**  
Managing  
Director



**Sara Bozzetto**  
Marketing &  
Digital Marketing  
Specialist



**AvantGrade**  
Digital Marketing & Artificial Intelligence



**Karma Metrix**  
Energy Efficient Website