



# BBSReact Innovation Program

How can we redefine Business Models to overcome the Coronavirus crisis?

In collaboration with Università degli Studi di Bologna - Alma Mater Studiorum, Almacube and Oper.Space

Document for internal  
use  
Bologna Business School  
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**BBS**  
MULTIPLYING OPPORTUNITIES



# Projects/1

## Project: Pietro Collina

- Fashion SME (man and women clothing)
- Bologna Area
- Challenge: rethinking the business strategy, reducing the production delay, opening and consolidating new foreign markets.

## Project: Confcommercio Reggio Emilia

- Representative Organization of commerce, tourism and service companies in the province of Reggio Emilia
- Reggio Emilia Area
- Challenge: rethinking its model and services in order to attract new associates and establishing with them a long-term relationship.

## Project: Immagini e suoni

- Service SME (audio visual and technology events)
- Bologna Area
- Challenge: exploring new business opportunities, fostering the digital transformation of the company and rethinking its internal processes

## Project : R-Everse

- Service SME (staff search and selection)
- Bologna Area
- Challenge: boosting the internationalization of the business

# Projects/2

## Project: DISMECO

- SME charity project: recovery of biomedical spare parts to supply hospitals
- Bologna Area
- Challenge: exploring new business opportunities as a consequence of the project MDre (fix medical equipments with recovered electronic components ) started during the Covid health emergency.

## Project: CMT

- Mechanical SME (automotive supplier)
- Bari Area
- Challenge: rethinking the business model in order to make the company less dependent from existing, historic big clients, and ensure future growth.

## Project: Alfa Dispenser

- SME (production and distribution of Paint Dispensers)
- Bologna Area
- Challenge: redefining the corporate business model

## Project: Roccapesta

- Italian wine company
- Tuscany Area
- Challenge: rethinking the business model

# Projects/3

## Project: Falorni

- Pharmaceutical SME (manufacturing and logistics services).
- Tuscany Area
- Challenge: rethinking the Business Model

## Project: Macramè

- Italian Restaurant and Wine Bar
- Reggio Emilia Area
- Challenge: rethinking the Business Model

## Project: ABCardio

- Private Clinic (inaugurated in mid-February) with profound service innovations in the cardiac rehabilitation field
- Bologna Area
- Challenge: rethinking the service model between health and wellness

## Project: IOOOTA

- Start-Up working on home automation
- Bologna Area
- Challenge: rethinking the Business Model

# Possible Mentors

- Riccardo Bertoni, Business Development Manager, Energon Esco
- Filippo Buzzoni, Project Manager, Poclain Hydraulics
- David Crosio, Plant Manager, Co.Ind
- Matteo Della Valle, Business Development Manager, Grandi Navi Veloci
- Nicola Donini, Project Manager, Coesia
- Alexander D'Orsogna, Chief Aviation Marketing and Business Development, Aeroporti di Puglia
- Simone Guglielmini, Sales Manager Gt Line
- Andrea Meneghini, Business Development Manager, CMIT Europe
- Lucia Miati, Operational Excellence, Fives Group
- Frediana Morganti, Proposal Manager, Rekeep
- Simone Mulargia, Sales Area Manager and GKAM, Acma
- Matteo Negrini Operations Manager, Orion Engineered Carbons
- Alessandro Rosati, Project Manager, Leonardo Helicopters
- Gianluca Sardella, Manager Inland Sales, ExxonMobil
- Federica Sovrani, Project Manager, Yu Retail
- Claudio Spazzafumo, General Manager, FieldCore
- Marcello Stradini, CEO Samp Ingranaggi
- Andrea Venora, Area Sales Manager, Voith Turbo
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