

# Atti2de<sup>®</sup>



“We teach the computers to map personal aptitudes while people are playing”

# What aptitudes are



While competencies are what “we are able to do” personal aptitudes and soft skills are what “we like to do”: being optimistic and determined, loving complexity, being practical, discussing things with others, liking details, communicating, evaluating, listening, analyzing, planning or taking decisions.

All our personal aptitudes have been **fixed** in the first twenty years of life and mainly depend on our life experiences.

# From aptitudes to... Atti2de



Attizde is an Italian Startup founded to develop the technology that allows computers to recognize people's personal aptitudes while they are playing a **videogame**.

Attizde is based on the MASPI model used over the past twenty years in the Personal Orientation Lab (POL) of Bocconi University in Milan.



# Atti2de's vision



To develop specific videogames, available worldwide via web on pc and tablet, capable of recording people's behaviours and processing them using adhoc algorithms.

The purpose is to build, in real time, a personal aptitudinal profile.

## Profile of: Marcus Miller

I consider the pros & cons, I have a big picture vision, I am friendly & I value rules and regulations, I take opportunities and I always defend my ideas

I plan a lot and I build possible scenarios to compare. My decisions are always based on a choice among different alternatives.

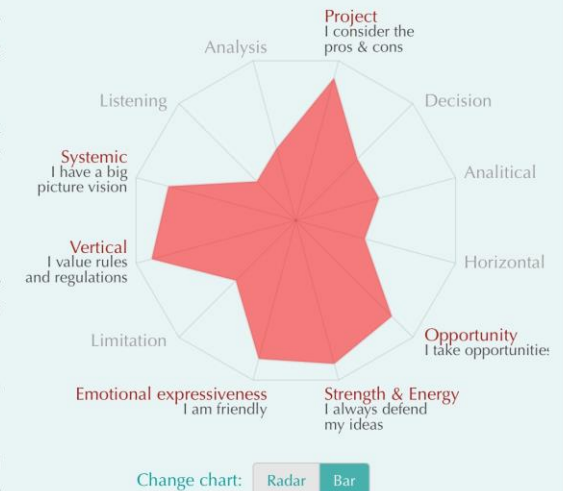
I perceive connections among things, I connect different elements among them, I am able to deal with complexity trying not to loose details.

In my relationships I am friendly, direct and open.

I like a lot well-structured organizations, clear roles, precise tasks and well-defined rules. I appreciate leaders that communicate balance and self-confidence.

I am attracted by innovation and new experiences, but I do not underestimate risks.

I like to defend my position with energy, strength and determination appropriate to the context. I overcome obstacles with enthusiasm, I know how to manage conflicts and pursue my goals.





# 45,000 different profiles



At Camp Nou<sup>1</sup> just **2** fans may have the same aptitudinal profile: only Atti2de is able to discover it... in the first 20 minutes of the match.

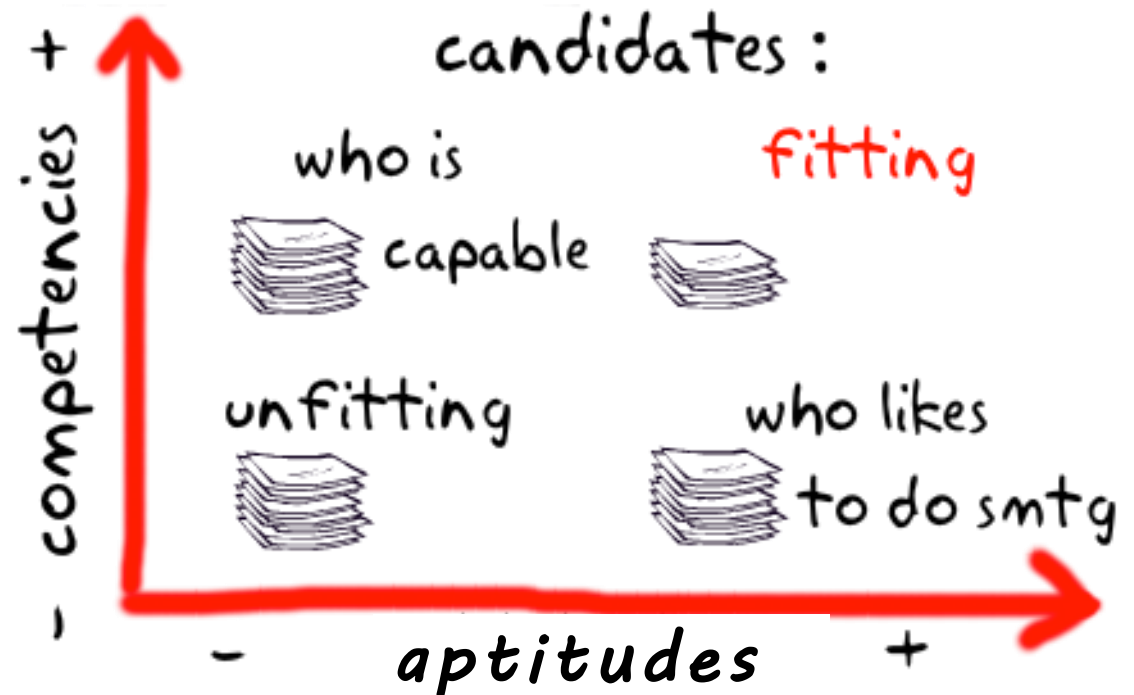


<sup>1</sup> audience: 99,354 people

# Atti2de's mission



To build up and sell worldwide our technology that measures personal aptitudes in order to better match supply and demand in the labour markets, improving people's well-being and increasing their self-knowledge.



# Markets



Atti2de targets the following markets:

- Employment Agencies
- Job web sites
- ATS<sup>1</sup> SW developers



SW and developer  
adhoc API

- Companies
- Candidates



Consultancy and web  
portal

<sup>1</sup> Application Tracking System

# Competitors



## Knack

**Country:** US

**Status:** Industrial Development

Supported by MIT, NYU Medical Center, Teach for All, The Rockefeller Foundation, Illinois Institute of Technology, The World Bank, United Nations.

## SCOUTIBLE

**Country:** US

**Status:** Concierge

Member of Stanford University's StartX accelerator, IBM's Global Entrepreneurs Program, and is backed by Mark Cuban, NEA, and other top investors, advisors, and collaborators passionate about the future of work.

## Atti2de

## SKEYM

GAMIFIED ASSESSMENT PLATFORM

**Country:** Italy

**Status:** Concierge

Skeym is the new Gamification Assessment platform to discover the attitudes and soft skills of the internal talent force through interactive video games.



**Country:** Italy

**Status:** Traditional Test

The idea behind Eggup is that a company's success is directly proportional to the skills of the People who make up the company itself.



# The Team



Gian Luca D'Apote



Roberto Vaccani

Maurizio Gamberini



# Maurizio Gamberini



- Born in 1962, he was awarded a Bachelor in Economics by the University of Bologna and a Master in Business Management by the Erasmus University of Rotterdam;
- He started his career in IBM in 1989 and was national evangelist for Multimedia products and Manager of PSG Marketing;



- From 2002 to 2005 he was Managing Director of StartPeople Job Agency and up to 2008 President of the Board of Ergonline Job Agency;
- Between 2009 to 2011 he was Managing Director of Trovolavoro.it (RCS Group);
- Since 2013, he has dedicated himself professionally to co-founding the start-up Atti2de, with a 35% share.

# Roberto Vaccani



- Born in 1944, he boasts a Bachelor in Economics from the Catholic University of Milan;
- Since 1975 he has been senior lecturer at the Scuola di Direzione Aziendale (SDA) of Bocconi University in Milan;
- Scientific creator of the MASPI aptitudinal model and author of the book: “Professionalità, attitudini e carriera” (Etas)
- Founder of the Personal Orientation Lab (POL) of Bocconi University;
- Executive Organizational Consultant of many important private and public Institutions;
- Since 2013 all his previous academic and professional experience has been channelled into developing Atti2de, of which he is co-founder with shareholding of 11%.



# Gian Luca D'Apote



- Born in 1968, he gained a Bachelor in Political Science from Milan University and a Master in Business Administration from Bocconi SDA ;
- In 2000 he took part in the start-up of StepStone.it as Manager of the TeleSales Department;
- From 2003 to 2009 he was Project Manager for Citi Group in Italy working on the creation of the bank's data warehouse;
- From 2009 to 2013 he was responsible for consumer marketing at Barclays Bank Italy;
- Since 2013 he has concentrated on the foundation of Atti2de and holds a 31% share.



# What we have done



We have developed:

- a 20 minute videogame<sup>1</sup>, available in English and Italian, that defines personal aptitudinal profiles according to the MASPI model;
- the [atti2de.eu](http://atti2de.eu) web portal<sup>3</sup> that allows people to manage, share with companies and LinkedIn's contacts;
- a consultancy procedure to define functions and team aptitudinal maps to identify absolute and relative aptitudinal gaps and deviation analyses.
- We developed Premium B2C e-commerce services

<sup>1</sup> with PlayMagic Ltd and Forge Reply Srl support

<sup>2</sup> online since March 2018, results: 6,100 unique visitors (+32% yy), 2,200 new registered users (+98% yy), 2,000 complete new profiles (+115% yy)



# What we are doing now



- We are presenting our technology to the top 10 Italian **Employment Agencies** and starting evaluation tests;
- We are presenting our technology to leading Italian **Companies** in order to start integration with their selection processes and ATS;
- We are delivering consultancy and online services to companies;
- We are defining a 2019-2022 **Business Plan** to be shared with Industrial Partners and Venture Capitalists during first round investment meetings

# What we want to do



- Export our technology on tablet & portable devices;
- Develop attizde.eu's services and B2B e-commerce;
- Close a deal with an Employment Agency and integrate our technology into its services;
- Establish relationships with Job sites and ATS developers;
- Develop commercial agreements with HR partners;
- Identify and involve the best possible investors according to the potential of our technologies and Business Development Plan.

# Contacts



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