

NAME: Giorgia

SURENAME: De Benedetto

ORGANIZATION: Naica SC

WEB: <http://naicasc.com>

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EDUCATION

- **Master's degree in Management Engineering (in course)**
(Department of Innovation Engineering -University of Salento, Lecce)
- **Bachelor's Degree in Management Engineering**
(Department of Mechanics, Mathematics and Management -Polytechnic of Bari, Bari)

AREA OF EXPERTISE

- Start-ups and SMEs development
- Business Model and Blue Ocean Strategy
- Project Management

BRIEF BIO

After the bachelor's degree in Management Engineering at Polytechnic of Bari in 2017, from 2018 she is master's degree student in Management Engineering at University of Salento. In 2018 she started working in Naica SC, her research is focused on the development of innovative strategies for start-ups and SMEs through the Business Model Canvas, the Blue Ocean Strategy and data mining techniques. Main activities are: industry research and analysis; requirements analysis; business plans writing; projects development and management; crowdfunding campaign development; studies and research on innovation and entrepreneurship; business strategy training courses for high school students.

KITFEM WORK PACKAGE

- WORK PACKAGE no. 6

