



## *Web Summit of Lisbon (5-8th November)*

**Over 70,000 people taking part from over 160 countries**

Between Tony Blair and Brad Smith, president of Microsoft, Build It Up makes his great impression for the second consecutive year thanks to **Filippo Frezet** and **Matteo Cozzolino**

Lisbon Web Summit is one of the most expected technology events of the year, which saw the participation of over 1200 speakers, including Nikolay Storonsky (Co-founder and CEO of Revolut), the two smart robots Sofia and Han and figures internationally renowned such as Ronaldinho and Nico Rosberg, all together to discuss about innovation with a focus on cryptocurrencies, blockchain, fintech and AI

Recognizing the Portuguese capital as a haven for entrepreneurs, we spoke on the occasion of the evolution of the World Wide Web, to understand "in what direction the future is going", and how start-ups are becoming an increasingly tangible reality. In short, it is clear that economy is changing at an impressive rate thanks to new technologies and that this process has started thanks to the development of myriad start-ups, but it is also good to recognize that we have now entered a new phase, in which the role of "old" companies is questioned, forcing to change their business models. Our special envoys tell us that one of the hottest sectors is banking, in which large institutions open themselves to the API Economy and collaborations with fintech start-ups.

In search of start-up regtech and fintech, between a dinner at TimeOut with an Italian entrepreneur in the wine industry and a cocktail with an entrepreneur from Utah in a bar in the Barrio Alto, Filippo tells *"the Web Summit is an all-encompassing and magnificent experience, everyone have sent us the desire to create and desire for curiosity. What left for me these days is certainly the feeling that doing business is something satisfying and enriching, regardless of background, industry and age."*

Build It Up comes out well after 3 days, getting more and more known outside and expanding its network, **stay tuned ...great news is coming!**

