

Company Profile

(if you are a quick reader it seems shorter)

ONEDAY

SchoolZOO

WEROAD

ZOO.COM.

Together:

HOUSE
Talent

glint.

M

ARTENA





VISION

Have a broad, positive and lasting **impact on people and the world** putting the new generations at the center.

MISSION

We test, implement and disseminate a new engaging way of living work and do business.

ONE
Le nuove generazioni al centro

OneDay Business & Community Builder

OneDay specializes in the **startup and scaleup of new businesses**.
Each new company or unit of the group is built upon:

COMMUNITY

It's our specialty: aggregate (young) people by creating a relationship between them, and the brands they love.

BUSINESS

Once the community has been created, we carefully listen to them and transform needs into opportunities for new products, services, brands.

DELIVERY

Execution times are critical.
In short, "said and done"!

Every story has a beginning...



A few numbers :)

8	Fantastic companies	634	WeRoad Coordinators	115	Companies we work with
1600	Community members part of OneDay	500	R.I.S. ScuolaZoo	45	Co-workers @C30
4100	m2 of co-working space	60	School-work alternations per year	45M€	Expected revenue 2022
254	Staff ScuolaZoo	225	Team member	12M	Total followers on social channels
125	Public relations	30y	Average age team members	27	CSR projects in 2020/21

+67% y/y from 2013 till today

(trying to forget the annus horribilis 2020)

The values that guide us every day

ENTREPRENEURSHIP

Standing still?! It is not part of our DNA, we act with courage and take responsibility for our actions.

PASSION

Do what you love and you will never work a day in your life. That's exactly it!

OPENNESS

We see opportunities everywhere, with our customers, with our partners, during changes and even in challenging times. And we proved it during the months of lockdown.

SHARING

We share best practices and ways of working by expanding the knowledge of the teams.

AMBITION

How many times have you heard "raise the bar"? We always look forward, not only to grow our businesses but also to create new ones.

INFORMALITY

Formality is unknown for us! In emails, on social networks and in our offices. Let alone the way we talk to our people and our customers!

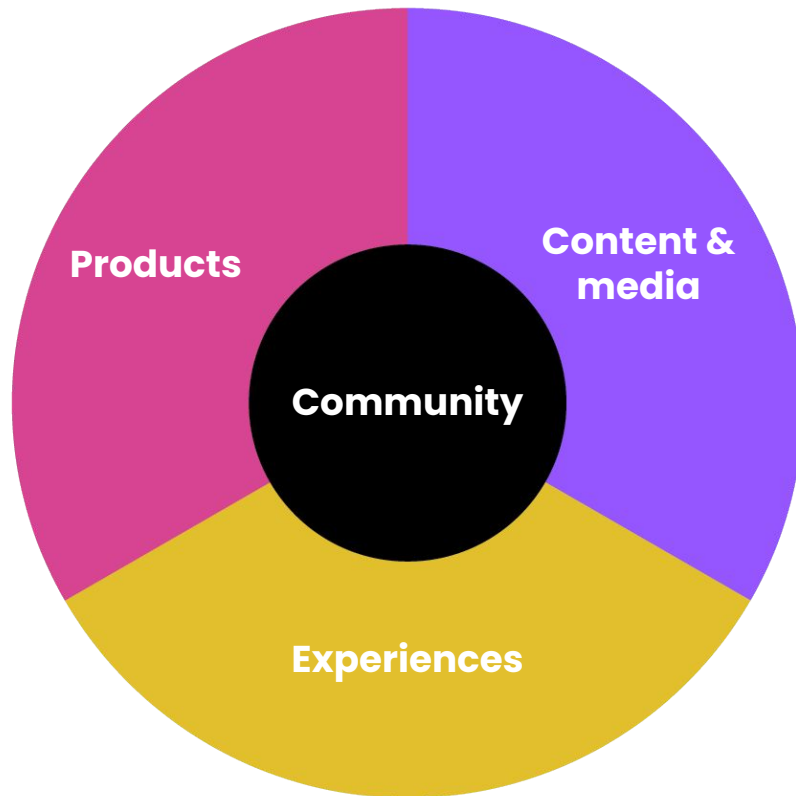
Our way of doing business

Our way of doing business is not innovative.
It is simply different.

We **create communities, homogeneous by age and united by common interests**, offering contents, products and experiences designed with the target in mind.

We are quick to put projects together and just as quick to adapt our proposals to the target... **extending the word "community" to any passion** (travel, food, beauty, sport...).

It's a model of doing business that can be replicated to any target and with **high scalability**.



... In an extraordinary location: the C30!

Our Milan headquarter: 4,100 square meters.

A former warehouse transformed in less than 4 months (#Fast not furious) to welcome the new generations of professionals:

- more than 300 workstations;
- 26 unconventional meeting rooms;
- 1 auditorium;
- 1 cinema;
- the cafeteria;
- ... And the intangible feeling of working in the office of the future!

We designed it with one goal in mind:
To be more than an office, be our home.

It's so instagrammable that our friends often write us:
"You don't work much, are you ?!"



Every day we do a lot of things ... (services that you can use too)



BUSINESS BUILDING

We build businesses from scratch, we help them scale or simply innovate the business model. We do it for ourselves, or for those who appreciate our approach.

OBSERVATORY

We look at the new generations (closely) given that every day we are exposed to over 12 million GenZ and Millennials. Carrying out market research, focus groups and surveys.



BOOTCAMP

Special courses designed for the leaders of tomorrow!



Our companies

Some homemade (like a good tomato sauce),
some brought on board and some accelerated.

Scuola**ZOO**

WEROAD

Z●●COM.

Together:

**HOUSE
TALENT**

glint.

M

✓**ARTENA**

GenZ's favorite media brand

ScuolaZoo is the historical brand of the group with 13 years of history!

Over the years it has been able to **involve and represent two generations of teenagers** thanks to a skillful **mix of activities on social networks and in real life, from travel** to activities in schools.

What does ScuolaZoo do?

- inspires the #NewGenerations
- organizes trips for thousands of young people
- makes awesome products (have you ever seen the diary? Over the years we have printed over 3M copies!)



Media Brand

4M Instagram followers
2,7M Facebook fan
529.000 TikTok followers

Community

430 R.I.S.
50 School assemblies every year
15k Young people traveling every year
80k Students met every year

Entertainment

1 diary in every 7 school desks in Italy
81% Students reached online
36k WhatsApp and Instagram messages replied every month

Group travel on the road

Creating long-lasting friendships while traveling is the goal of WeRoad: the largest community of travelers on the road in Europe.

You can read the numbers below, so here we only tell you that to make every WeRoad trip incredible there is (more or less) a secret magic formula, whose ingredients are the **connections between people, the discovery of distant cultures, the power of stories and experiences sharing.**

Hung on... There is also the **right pinch of irony**, which never hurts, and a team that works tirelessly between Milan, London, Madrid and Barcelona.

[That's our story...Not another corporate video :\)](#)



Community

634 Coordinators
30K WeRoader taken on the road
1st social community of travelers across Europe

Tour Operator

197 Destinations in the world
RECORD! 99 tours in 2020 live simultaneously
10k Travelers on the road in 2021 (despite Covid)

Social & Media Brand

Adventure Travel's **# 1 social profile in the world** (source: Socialbakers)
20+ partnerships with brands in target (Corona Beer, Decathlon, N26)

Fast as GenZ

ZooCom is the Group's creative media agency with a focus on GenZ & Millennials.

Specialised in building memorable experiences to bring brands and companies to create an open dialogue with the GenZ.

The secret recipe of the ZooCom experience?

The ability to research, analyze data, creativity 100% GenZ blended with the creation of media assets capable of engaging an audience of millions of fans.



Goals

+ 25M Audience
3 Publishers including SZ, House of Talent and Esse Magazine
6 Creators and **20** Social Media Communities

Business

283 Briefs worked and **158** projects completed
> 100 Customers / Year
8 awards collected at the NC Awards 2021

Integrated communication agency

In an increasingly technological, fast and borderless world, the real challenge is to **put human relationships back at the center.**

Creating relationships for us means connecting people to everything around them: brands, people, places, technologies, even when it seems impossible. From all of that something new, relevant, magical is born.

An idea is born, an emotion.

What is Togetherness?

Togetherness is a mindset. A way of thinking, acting, connecting with others. Togetherness are the ideas that create an impact.



Goals

+ 100% renewals between 2020-2021
+ 1 million media spending for the clients
+10 hirings in 2022

Business

+50 Campaigns managed in 12 months
60% pitches won
27 clients and 95 projects managed in 2021

#ShowYourTalent

House of Talent is a bit of a talent management agency, a bit of a media brand and a bit of a tv producer. What brings all these things together? A dream!

House of Talent is a "**dream accelerator**" both for the talents and creators it represents as a management agency, for the target 9-14 years old, and for the team that can grow within a young and dynamic reality.

The crew was founded by **Matteo Altieri**, born in 1996, as a place to train and nurture the talent of young people. Also for this reason the House of Talent Academy was founded in 2021.



Media Brand

+ **4.6M** people reached on TikTok
23 years average age of the team
4 media formats

Talent Management

333 m2 of Academy in a loft in Milan
+50 Brands that have chosen HOT
13 Talents

Entertainment

3 Tv productions
2 TV programs
1 new travel format

eCommerce business partner

Glint. is the eCommerce Business Partner born with the aim of helping brands to grow through the creation and management of eCommerce channels and the creation of digital native brands with a direct-to-consumer approach.

Not the classic agency, but an external **Business Partner with an internal team member approach.**

In this way the objectives of the companies become theirs (they are paid to perform) - if the brand grows, they grow!



Business

18 team member
22 active partners in 2021
+1.500 orders processed during the Black Friday

Goals

+ 15k eCommerce orders expected in 2022
Convince - (let's call it) Mr. Pino that selling goods online is as important as selling physical goods offline.

Short video, great stories

Mambo is a **community of content creators** designed to offer fast and accessible solutions to all the brands out there eager to produce short video content (reels).

Born in October 2021, Mambo is based on these 3 values: community, business and delivery, combined with extensive training of the content creators team to be aligned with the client's objectives.

Mambo is the community that reduces the distance between brands and people, exploiting the creativity of those who live the hottest social platforms every day, knowing its mechanisms and language - the creators themselves!



Business

5 brand collabs after only 2 months from birth
+500 produced videos
+30 million views

Community

+25 creators
6 AperiMambo organized
2 thematic channels on TikTok (education and entertainment)

Experience Makers

Artena is an agency specialized in **marketing activation and events** to bring a unique experience to all communication touchpoints.

For over **10 years** he has been dealing with innovative and creative solutions: events and roadshows, pop-up shops design and set-up, press events and sampling.

Not just execution: his mission is to make his partners memorable.



Business

+50 brands have chosen Artena since the beginning of 2021
In only 4 months of 2021 it equalized the outcome of 2019

Goals

+500 staff members on the Italian territory
5K sampling days and **6 new product launches**
in just 4 months

Food media brand and foodtainment

Chef in Camicia is the first Italian media company in the food world and foodtainment, built on a strong culture and passion for teamwork.

Their goal is to transmit their passion and culture for good food to everyone through social content, from Youtube to Tik Tok via LinkedIn and Pinterest. Being a "Chef in Camicia" means sharing a strong passion for cooking and wanting to make the world of food and cooking itself more accessible and inclusive.

Since 2015 and counting, now the Chefs in Camicia community counts 3.5 million people.



Business

+50 brands have chosen Chef in Camicia to showcase and promote their products

Acedemia

Learning platform focusing on world-class cuisine.

+ 8000 subscribers
+ 40 Michelin starred chefs
+ 120 hs of lesson

Not just business: lots of training for the team

The average age of the team is **30 years old**. We strongly believe in people's potential, we invest a lot in training through internal academies, both hard and soft skills.

7%

Contribution margin
invested in training

23,1k

Training hours
dedicated to *R.I.S.

72k

Training hours per year
(60% online)

26,6k

Training hours dedicated
to STAFF and PR

21,8k

Hours of training
dedicated to WeRoad
Coordinators

9,6k

Hours of training
dedicated to the Team



They lead the vision >>>



PAOLO DE NADAI

Born in 1988, **Founder of ScuolaZoo, WeRoad and President of OneDay.**

He made his debut as an entrepreneur at just 19, launching ScuolaZoo and making it a Italian phenomenon that is now the sixth national media with the most interactions on social channels.

From the media, to travel, to advertising, Paolo has founded several successful startups over the years and today continues to be the engine of innovation and the corporate culture of the Group: his mantra is always to put #NewGenerations at the center.



MATTIA RIVA

Born in 1985, **Equity Partner and CEO of OneDay,** his challenge is to lead the group through exponential growth while preserving its DNA and principles that have allowed it to record an average growth of 67% y/y since 2013.

How? By stimulating the potential of the people that every day are working tirelessly to push the boundaries of what's humanly possible.

Before falling in love with OneDay, he spent two years at Bain and founded and led the Dalani-Westwing Italia listing.

And then... The "CÖR Team"



Paolo De Nadai, Fondatore ScuolaZoo & WeRoad e Presidente @ OneDay; Mattia Riva, CEO e Equity Partner @ OneDay; Betty Pagnin, People & Culture Director e Equity Partner @ OneDay; Stefano Marchi, CÖR external member; Alessandro Gatti, CEO ZooCom, Together & Mambo e Equity Partner @ OneDay; Erika De Santi, CoFounder e International Expansion Director @ WeRoad e Equity Partner @ OneDay; Fabio Bin, CoFounder e CMO WeRoad e Equity Partner @ OneDay; Ludovico Milani, MD ZooCom e Equity Partner @ OneDay; Gabriele Belloni, Head of Startup & Talent Growth e Equity Partner @ OneDay; Gaia Marzo, Corporate Communication Director e Equity Partner @ OneDay; Andrea Lamperini, Head of Business Growth @ WeRoad e Equity Partner @ OneDay; Tommaso Ricci, MD Mambo e Equity Partner @ OneDay; Fabio Padoan, Chief of Creative&Strategy Together e Equity Partner @ OneDay; Gabriele Sada, CEO ScuolaZoo e Equity Partner @ OneDay; Alessandro Zanchetton MD @ WeRoad e Equity Partner @ OneDay; Alberto Poma, CFO OneDay e Equity Partner @ OneDay; Matteo Altieri, Founder di House Of Talent; Pietro Gerolimetto, CoFounder & CEO @ Glint; Enrico Tovaglieri, CoFounder & CEO @ Glint; Nicolò Zambello, CEO & Founder @ Chef in Camicia.



Say ciao :) [Instagram](#) o [LinkedIn](#).

Otherwise follow our founder on IG [Paolo](#).