

SUMMARY



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**The Summary is for
the exclusive attention of
Interested Investors**

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SUMMARY

Vision: A start-up university for the 2020s - conceived with global ICT and networking from inception. Knowledge transfer addresses students of the global middle class, mostly from emerging economies.

Offer: The most requested academic system and the most desired location in the world.

Typology: Private University, owned by private entities. Modeled on US private colleges, emphasis B.A. degree.

Admissions: Admissions of students seeks global catchment, with selection criteria.

Discipline: Emphasis on Management, with some relevant Social Science curriculum.

Character: Global vision taking advantage of local Italian economic-cultural base.

Uniqueness: Students study in two, minimum, different countries, over the degree program.

Branding: Allow the “branding” of curriculum, based on participation of business companies and leaders.

Synergies: Partnership with business organizations, of different countries.

Projection: Acquisition of visibility and penetration of international markets, facilitating contacts and business.

SUMMARY

Principle: “*Experience Education*” for a utilitarian knowledge, immediately marketable.

Location: SIENA, a central Tuscany location: international, entrepreneurial, multiethnic, and globalizing.

Campus: A primary campus with the administrative headquarters based in a medium-sized city with a strong business, cultural, and arts community. Linked to the primary campus are affiliated universities in the growing Eastern Europe region, along with strategic links to emerging economies.

Dimension: Target of 500 students for the fifth year (increasing afterwards).

Tuition: € 15,000 academic year.

Inc.: Incorporated in Delaware, USA.

Form: Private company (or mixed Foundation), located in Italy or outside Italy with Italian branch.

Degrees: American B.A., European B.A., International M.A.

Faculty: Professors and lectures with advanced degrees (Ph.D.) and relevant business and professional experience.

SUMMARY

Validity: Accreditation of University degree with the academic systems of USA, UK, and EU.

Target: Students from families of the emerging global middle class: entrepreneurs, professionals, policy makers.

Students: From Eastern Europe and Central Asia: The Balkans, Poland, Ukraine, Russia, and Kazakhstan.

Students: From developing countries: China, India, Saudi Arabia, and Africa.

Students: From USA, in study abroad programs, and degree seeking.

Language: English primary language; with other Eurasian languages based on strategic partnerships.

Founders: Three alumni (professors, Ph.D.s, M.S.) from Columbia University New York, with Advisory Board consisting of international profile professors, professionals, and experts. Possibly one Nobel Prize winner.

Teaching: Blended learning according to 2020s standards: frontal lecture, experience education, semester “study abroad”, and ICT based- curriculum.

ICT: The university's profile and curriculum is based on the importance of ICT technology in developing connections: from local to global.

SUMMARY

Business Plan:

- developed to the fifth year
- break even at the fourth year
- high value of cash flow
- high revenue from the fifth year, with progressive increase

Available Documentation:

- Summary
- Presentation
- Business Plan
- Strategic Plan
- Business Planner
- Curricula Founders
- Curricula Team
- Letters of Intent
- Competence Documentation
- Market Documentation
- Campus Documentation

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Thank you for your attention