

The JCU Institute for Entrepreneurship presents:

Andrea Geremicca

CEO & Founder of FotocopiaGratis



FotocopiaGRATIS™

While studying at Sapienza University of Rome, **Andrea Geremicca** became interested in two different fields, innovation and medicine. He combined these two in his first startup, an internet based system which enables patients and their families to locate doctors within various specialties. He sold part of the company and used the money to build his second startup. **FotocopiaGratis**, is a **service oriented** copy center. It uses the idea of unconventional advertising based upon a simple concept: the placement of advertisement on the back of copied pages, allowing **customers to print for free**. In its inception stage, FotocopiaGratis, has made many important partnerships including: Euronics, 888.it, Obika' Mozzarella Bar, Campus Biomedico, Università la Sapienza, BCC (Banca del credito cooperativo). FotocopiaGratis's main clients are students, therefore its **location adjacent to main universities** such as, LUISS, Roma Tre, Università la Sapienza, Tor Vergata and Campus Biomedico. These centers have printed **FORTY MILLION pages in 2014** alone. Fotocopiagratis has been successfully launched in Rome, Milan, Florence and soon will be found in other major cities of Italy.

Thursday, February 5th

13:30 - 14:45

Guest Speaker BUS 410

Room: T.2.2

Seats are limited.

RSVP: www.eventbrite.com