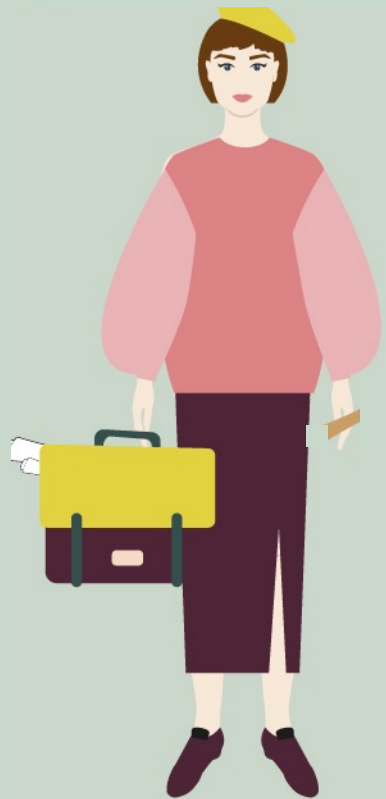
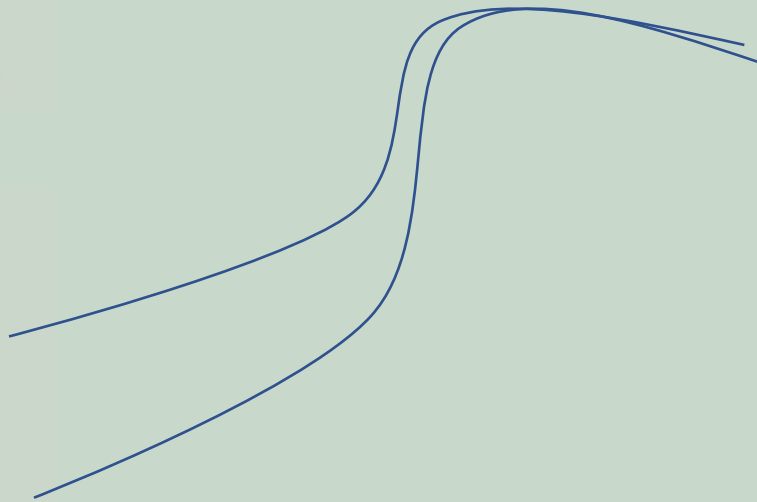
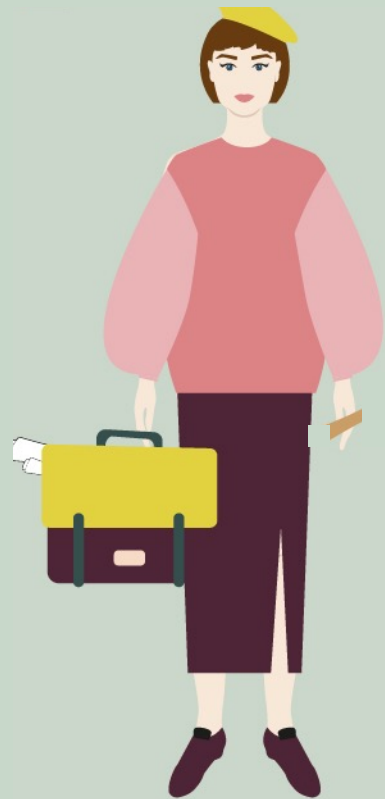


2008



GiOCA

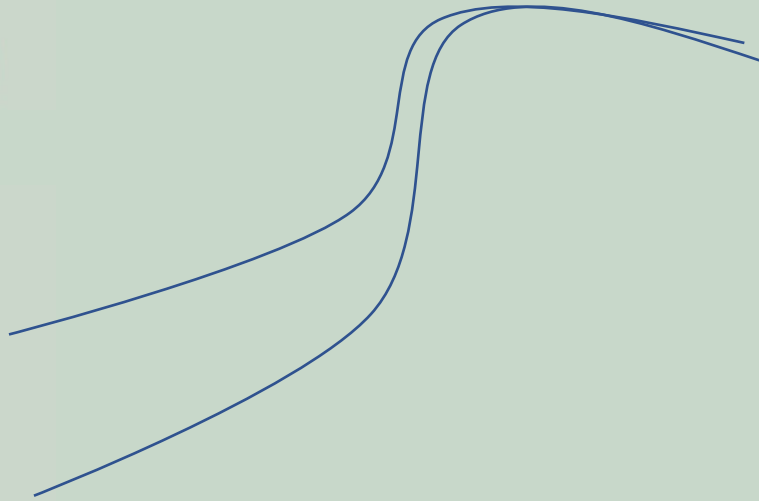
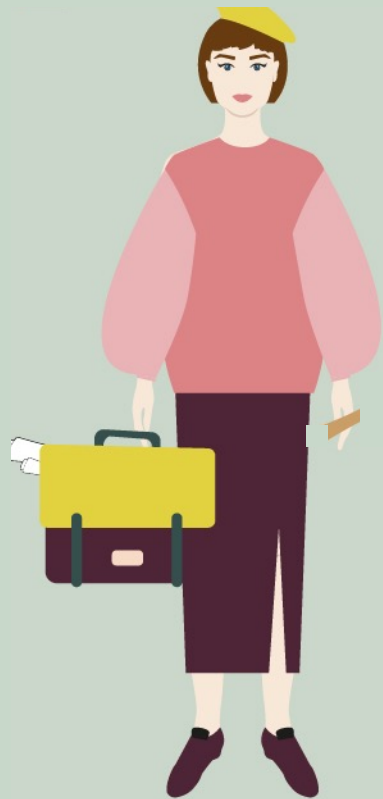
2008



La Triennale di Milano



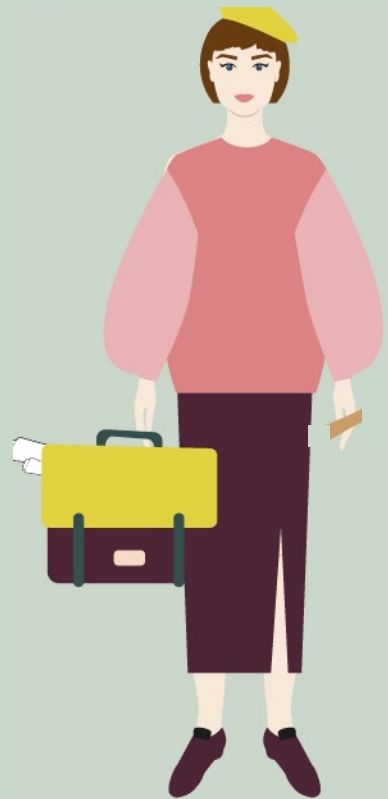
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La Triennale di Milano



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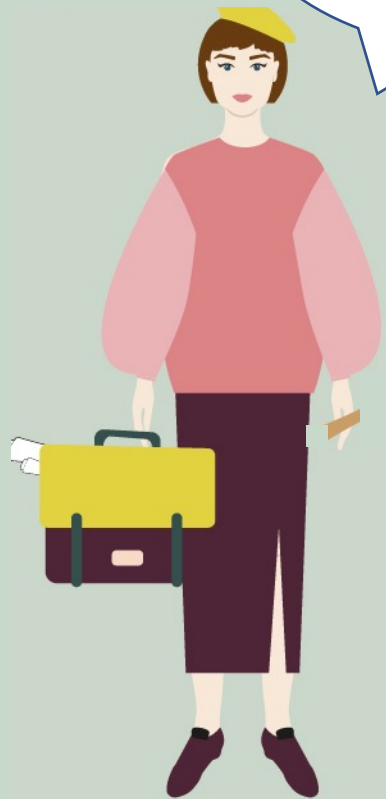


La Triennale di Milano – Bovisa



2008

0€ ??



La Triennale di Milano – Bovisa



IN 2009 I APPLIED FOR A POSITION IN THE MARKETING OFFICE AT THE ITALIAN STOCK EXCHANGE:

### PROS

- WOW! A Payroll at the end!
- Events are not so bad
- Travels around the world
- The premises are on a Roman theatre (I swear)
- Small team, I can learn a lot
- My parents' reaction: "everybody has to know it, you're a genius"

### CONS

- I HATE finance
- I DON'T KNOW anything about finance
- Everybody will discover I'm NOT a genius
- High heels all day long and perfect manicure
- Snobbish environment
- Financial crisis knocking at the door

I GOT IT.  
I TOOK IT.



My dream was organizing  
Art Exhibitions.

And I succeeded in  
organizing Art Exhibitions.  
At the Exchange.



FINANCE MET:

ART & MUSEUMS

**Events like TV shows**

Guided tours and Open day  
in the premises

A bell from a boat

Video  
Motion graphic  
Tutorial

GAMES

Food Photography

It's incredible what you can bring inside an organization if you're an **outsider**.

But it's far from being easy.

1)

At the beginning, nobody considers you. During meetings, it's hard to obtain the right to speak.

2)

What changed the situation? The perfect execution of a task. People understood they could trust me.

3)

If you obtain trust, you can start unveiling what you really are. Your ideas are welcomed.

4)

And finally, one successful idea is enough to be considered "the creative mind" among the "nerds".

The road was clear to innovation.

2017

### OPTION A

- Stay where you are
- Probably a career
- Safe place
- High payroll
- NOT aligned with MY VALUES



### OPTION B

- Shuffle the cards again
- Leave Milan for a more quiet place
- Surf the uncertainty
- Build my own activity
- ALIGNED with MY VISION

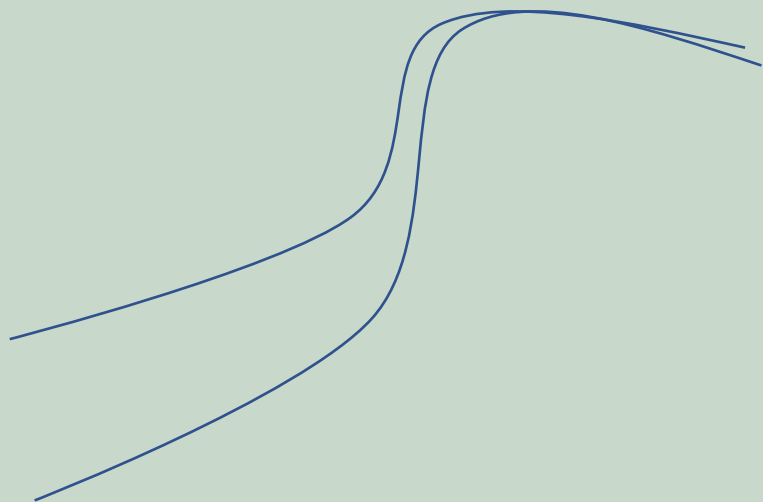
CROSSROADS.

GUESS WHAT??

2017

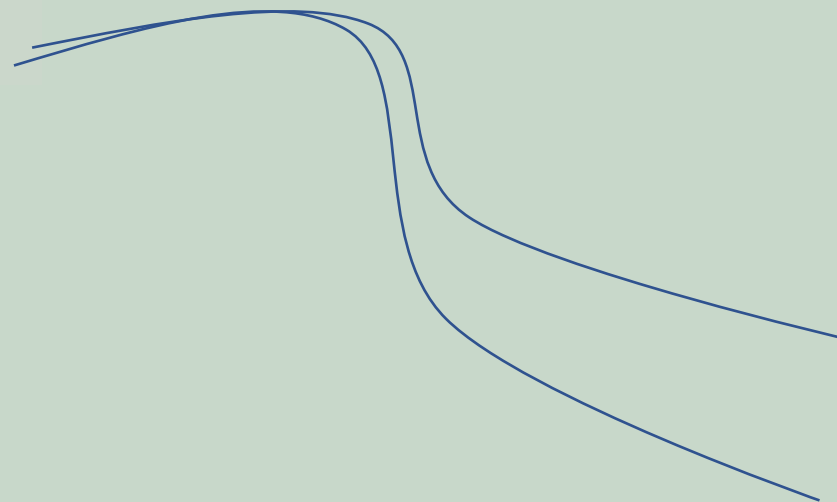
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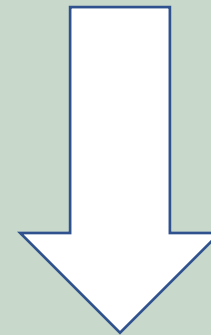


### OPTION B

- Shuffle the cards again
- Leave Milan for a more quiet place
- Surf the uncertainty
- Build my own activity
- ALIGNED with MY VISION



CROSSROADS.





2017

The only thing I knew at that time was it should have been flexible, coloured, empathetic and experimental, I didn't realize quite well what the core business was.

But I had a great name: **flowerista**

And no experience at all.



2017

# flowerista

2023

## WHAT IT SHOULD HAVE BEEN

One Stop Shop for the Floral & Garden Industry (B2B Model): editorial content, photo and video, especially for Social media.



What I realized: the Italian Market was not ready.

## WHAT IT IS NOW

Hub for creativepreneurs who need to learn digital marketing, improve their online visibility, share experiences and fund their projects.  
Based on a particular philosophy: kindness and soft voice.

2017

# flowerista

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What I discovered: there was a slightly different target, not considered at the beginning, that was ready and also asking for similar services

2017

2023

## ATTEMPTS, VALIDATIONS, MISTAKES



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# The most absurd mistake?

Spending money producing merchandising before creating a brand



# Why is a brand so important?

- To be desirable
- To be recognizable
- To be chosen because it's you and not only because you do that kind of job
- To attract people aligned with you
- To leverage on values associated to the brand, also economically speaking

This works for brands as well as personal brands.

Lesson learned: listen to people's real needs.

And to your heart.

A BRAND IS WHAT COMES OUT.



But again, I was an **outsider** in the Creative Industry, I came from Finance!  
I was not in the “Group” of people who already knew and support each other,  
especially on Instagram.

1)

At the beginning, I tried to copy what other people did. The result was just a cheap imitation.

2)

I realized the best thing I could do was to be honest: what I could bring from my background was new to that public, but also quite interesting.

3)

I started to speak about data analysis, politics, economic situation, funding together with digital topics of course. The result was an unseen mix, much appreciated.

4)

But I spent a lot of attention to form as well as substance: I wanted not to scare people, that's why I chose a gentle touch, flower-based, welcoming and relaxing.

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**Lesson learned:** being not in that “Group” allowed me to be free, avoiding the digital bubble and really concentrate on my prospects rather than on my competitors.

# To conclude: MANY LESSONS LEARNED!

- Bad jobs are just a step through
- Personal Brand is always a good idea, even if you're looking for a job
- What you have gone through, it is usually what you help other people going through
- Start small, grow step by step (Start-up are often over-estimated, the environment can be toxic)
- If I hadn't a job experience of 8 years in the financial industry, dealing with a team and a "problematic" boss, facing the complexity of a big, international organization, I would not be where I am now
- Always be proud of what you are and what you've learned, diversity should be your best friend – and do not forget to include it also in your team!
- Being an entrepreneur means sleepless night and empty bank account but the truth is that...WOW, I simply can't stop!!

# THANK YOU!

Keep in Touch!

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[@flowerista.it](https://www.instagram.com/flowerista.it)

[sara@flowerista.it](mailto:sara@flowerista.it)

