The case for Italy!
Leo Rocco

Homecoming

Lingotto - Torino, Italy -
September, 1999

L'italiano di San Francisco che non parla italiano

Leo Rocco è di origine italiana. E' figlio di genitori italiani emigrati negli Usa nel 1965. Ma non parla italiano. Vive a San Francisco. Qui lancia la sua prima startup, Gopago. Poi la vende ad Amazon. Oggi è capo di una nuova azienda. Confidence, che prova a ripensare i processi di vita di un'azienda assicurando un controllo dei vari passi produttivi. Ideale per il lavoro da remoto.
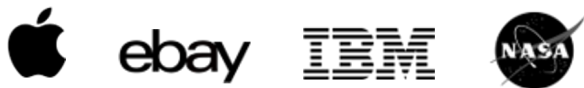

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25 years of transforming the way people do things

ptc

Created the first online learning system for CAD

fiserv.

Led global product development and engineering

 Apple   ebay   IBM   NASA

Led software development best practices

➡️ **R5 | Labs**

Creating next gen digital transformation companies

GOPAGO   amazon

The first order and pay smartphone app at businesses like Starbucks

➡️ **✓ Confidence®**

AI-powered execution and monitoring of human operational processes

it WEEK

Building A Team

How do you execute on product development in this challenging labor market?

2000-2019

Availability of Technical Talent - India

% of total talent market

World's Premier Companies (i.e. FAANG+)

5% ▶ A Players (10Xer)
Top-Tier Talent

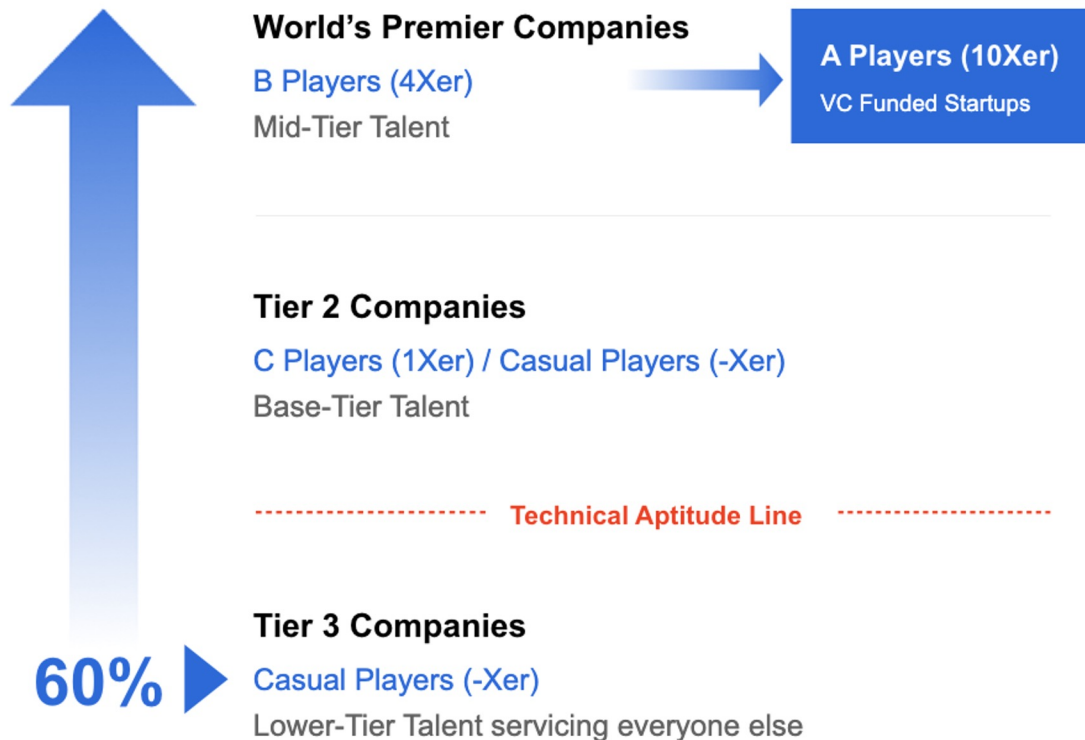**Tier 2 Companies**

10% ▶ B Players (4Xer)
Mid-Tier Talent

Tier 3 Companies

25% ▶ C Players (1Xer)
Base-Tier Talent

---------------------------- **Technical Aptitude Line** ----------------------------

60% ▶ Casual Players (-Xer)
Lower-Tier Talent servicing everyone else

2020s

Availability of Technical Talent - India

World's Premier Companies

B Players (4Xer)

Mid-Tier Talent

A Players (10Xer)
VC Funded Startups

Tier 2 Companies

C Players (1Xer) / Casual Players (-Xer)

Base-Tier Talent

---------------------- **Technical Aptitude Line** ----------------------

Tier 3 Companies

Casual Players (-Xer)

Lower-Tier Talent servicing everyone else

60% ▶

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Where can I find more
10Xers & 4Xers?

Enter Palermo, Italy

We initially hired 5 people. We discovered they are:

- Brilliant
- Detail-oriented
- Proud
- Loyal

We expanded to 35+ people!

What's NEXT?

R5 Labs will...

- Expand to hire 1000 people in Italy
- Enable our workforce to remain in Italy
- Reverse losing local talent to other European nations
- Propel Italy into a worldwide product development hub

Our current focus is on…

- Product managers
- Developers
- Architects
- UAT/Testers
- Engineers

It's time to bring the American dream of Silicon Valley to Italy.

Grazie!