



UNIVERSITY BUSINESS FORUM 2022

my
Lillo



Who am I?

Giuseppe Lanfranchi

- 29 y/o
- Ph.D Student in Economics, Management & Statistics @University Of Messina
- Co-Founder of MyLillo Srl
- Startupper and young entrepreneurship enthusiast
- Sport marketing manager
- Former Marketing Director @Orlandina Basket
- Former Business Development Executive @NF Sport London

WHAT ARE WE GOING TO TALK ABOUT?

- Brief explanation of myLillo's world
- Sustainability challenge: a special project called "cascitta"
- The links between University and entrepreneurship



MYLILLO

MyLillo is a food delivery service, launched in July 2019. The company operates in the city of Messina, the municipality of Milazzo and Barcellona Pozzo di Gotto. MyLillo represents a new model for food delivering which places the customer at the center of the stage. Lillo does not only deliver food but aims to create an innovative customer experience.

The main goals of myLillo are to establish trust with both customers and restaurants and to take care of the planet.



**MORE THAN 100.000
PRODUCTS DELIVERED
+ 30% GROWTH DURING 2022**



ABOUT MYLILLO

+80 RIDERS



**+200
RESTAURANTS**



**+20.000
CUSTOMERS**



**+100.000
DELIVERIES**



• SAVE THE PLANET WITH LILLO •

TASTE THE "CASCITTA"

Lillo cares about the planet.

For this reason, according with our partners we decided to launch the "cascitta" project. Cascitta is a food box that our customers can buy after the 8.45 p.m. in order to taste delicious food and reduce drastically the food waste.

Nowadays, these are our results:

- 13.000 cascitte bought by our customers
- 80.000 products saved from waste
- 7.000 customers satisfied

... and counting!

ogni giorno, dalle 20:45 alle 22:45



Non ittari Nenti

my
Lillo



Gusta la "CASCITTA" salvaspreco e
contribuisci a salvare il pianeta!

The links between University and Entrepreneurship : my personal experience

- Agenda 2030: companies need to be sustainable;
- Theoretical vs practical approach: reducing the boundaries;
- Cooperation between Companies and Universities;
- Marginality vs sustainability: the research of a new business model;
- Strategic management: the development of a new company's culture in order to save the planet.





Thank you!

Giuseppe Lanfranchi

Ph.D Student in Economics, Management and Statistics

Co-Founder of myLillo

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🌐 Giuseppe Lanfranchi



MyLillo S.R.L.

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