



federico riboldazzi - URBACT workshop, reggio emilia - april 6th 2010



TIWI is a start-up based in Reggio Emilia

*TIWI produces **digital contents** (such as motion graphics videos) to help people and organizations explaining complex ideas, concepts, data and products, into an easy way*

The origin of the name

Tiwi is an Australian Aboriginal language spoken on the Tiwi Islands, within sight of the coast of northern Australia. Traditional Tiwi is a polysynthetic language (i.e. highly synthetic language): complex ideas can be expressed in Tiwi with just a few words and sounds.



Motion graphics videos

Animation technique that combines 2Dgraphics, music and sound effects to create an illusion of movement

Motion graphics is really common in the special effects industry for movies and commercials

TIWI uses motion graphics for learning purposes to facilitate the divulgation of complex knowledge



Some applications of TIWI's products

- *Creation of original content for innovative e-learning programs*
- *Support to teaching and training activities*
- *Visualization of data and academic researches*
- *Description of a job practices/routines*



TIWI and INMENTOR

In 2009 TIWI won the competition INMENTOR, as “best business idea” proposed by entrepreneurs under 35 years old.

INMENTOR was sponsored by:

- *Associazioni Industriali, Reggio Emilia,*
- *Municipality of Reggio Emilia*
- *Banca Popolare dell’Emilia Romagna*
- *University of Modena and Reggio Emilia*



The benefits of INMENTOR

- Office's rent and Internet connection expenses granted by the Municipality of Reggio Emilia until 2013
- Coaching and mentoring activities by local entrepreneurs
- 7.000 Euros grant for start-up expenses
- 3.000 Euros grant for office furniture



TIWI's people

- *Federico Riboldazzi* (co-founder - business development - **Novara**)
- *Nicola Bigi* (co-founder - content desing - **Reggio Emilia**)
- *Gianluca Parisi* (co-founder - sound design - **Verona**)
- *Lorenzo Clerici* (motion desing - **Milano**)
- *Monica Coppi* (business development - **Milano**)

- *Chiara Casamatti* (visual desing - **Reggio Emilia**)
- *Claudia Bettinardi* (visual desing - **Milano**)
- *Luca Pareschi* (content desing - **Bologna**)

- *Cipriano Moneta* (senior advisor - **Milano**)



thanks for your attention!

www.tiwi.it

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