

Rural Pact Conference

15-16 June 2022



Rural Youth as Leaders of Change

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Founder & CEO, Ruralis.com, Italy





My story

The beginning

- Raised in a small town in rural Campania, Italy
- Moved to Milan to start Business & Economics studies
 - Completed 2 Erasmus+ programs in Latvia & Spain
- After graduating I went to New York City to work in the travel & tourism industry
- Left the USA after 2 years to start an MBA program in Germany & Spain
- Started a travel company with €0 investments in rural Campania, Italy

My story

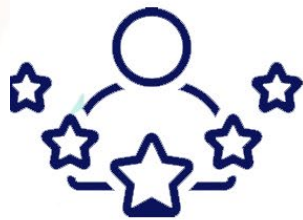
Past years

- Started Ruralis.com during the global pandemic
- Big challenges
 - Service Providers, Bureaucracy, Suppliers, Human Resources, Internet, Access to Capital
- Success despite challenges
 - 2020 to 2021: revenue growth of 534%, hosted 1000+ tourists
 - 2021 to 2022: expected revenue growth of 400%, expecting 5000+ tourists
 - Team of 8 employees
- Leader in rural development travel industry in Italy

Ruralis.com

Business Model

Accommodation



Experiences



Ruralis



Tourists

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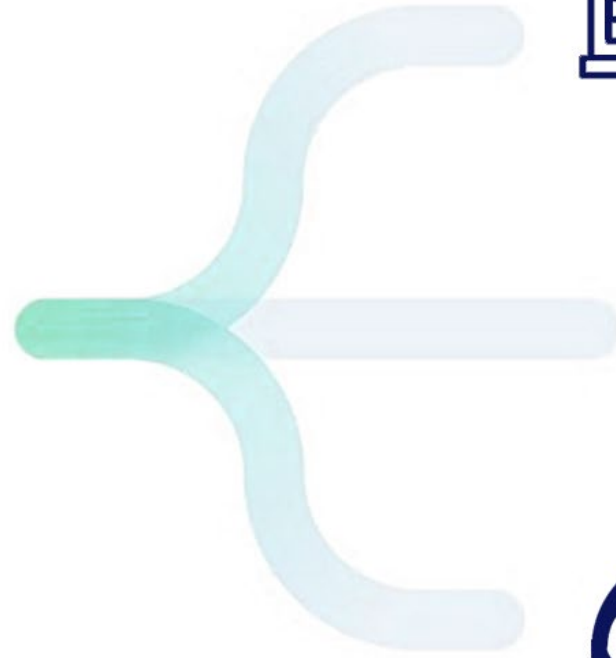


Ruralis.com

Rural Development



Ruralis



Municipalities



Province



Region

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Rural aspirations for 2040

Young entrepreneur's perspective

1. Direct funding from the EU | Separate fund for Young Rural Entrepreneurs
2. Reverse and prevent brain drain
3. Preserve and conserve natural resources and ecosystems
4. Modern Infrastructure
5. Happiness



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Youth engagement in the Rural Pact

Young entrepreneur's perspective

1. Specialize in business in rural areas
2. Promote rural areas (conferences, social media, etc.)
3. Provide expertise to rural stakeholders



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Thank you

