

From the attendance to the GEMA Business School International Marketing Management Program to the creation of their own digital startup: the experience of the founders of the MindHub Project.

What we want to tell you today is the experience of Alexandra Socol, Francesca Marsico, Guido Rizzo and Andrea Fragasso that founded MindHub Project. It is a digital startup promoted thanks to the skills and relationships acquired during their attendance to our Master in International Marketing Management, which provides an important period of study at the Haub School of Business of Saint Joseph's University in Philadelphia (USA).

What is MindHub Project?

A young, reliable and dynamic start-up that provides web business services, graphic design, marketing and communication solutions, and professional identity developing.

The name itself already suggests our approach: the desire to create a creative path that distinguishes the objectives and methods of our job.

We launch MindHub Project as a creative agency putting together the specifics of our profiles. Marketing is definitely our core business, together with design and communication on all digital platforms. Soon we realized that there was much more at stake. We like to call ourselves "Fame Booster". Our ambition is to be a resource for people and help them to achieve their goals, and support what they believe in. For this reason, we only join projects of which we share the purpose or that give us the possibility to develop ideas we believe in.

How the skills acquired attending the International Marketing Management Program were an important start of your career?

GEMA Business School was the first to believe in us. Thanks to GEMA, we had the opportunity to meet us at the Saint Joseph's University, and attend classes at one of the most important American University for business.

It was like daydreaming. Studying abroad seems to be an impossible mission to most young people, as well creating a company from scratch, but GEMA consultants are able to perceive the talent and the true potential of students who wish to achieve specific goals, and train them to overcome the obstacles they will encounter in their path.

The competition in the business world is increasingly high; you have to be motivated to stay in the game, and constantly focused, because you will never stop running.

Today, more than ever, we realize that we have received much more than only vocational training from our tutors. They were able to convey enthusiasm, awareness and trust. As the rush to success is long and the real competition is every day with yourself, you can be your greatest ally or your worst enemy.

What are the aspirations and the path you have made known to you and made you decide to found this startup?

Alexandra Socol: “It all started as a joke, while we were engaged in the classes at SJU. We were looking for new opportunities, and we knew they were not so far from us. Andrea and I have started to work together on small projects, such as making websites and design works and graphics for musicians and other artists.

Then, we started an intensive networking activity and requests from customers have increased, requiring different skills and a growing commitment. Soon Francesca joined the group and, a bit later, Guido did the same. We have not missed any opportunity and we have developed new, increasingly attractive projects thanks to the mind of Andrea Rocchi, creator of the Consensus project.

Andrea Fragasso: During the experience of the Master Course in International Marketing Management at the Haub Business School in Philadelphia, I had the opportunity to get in touch with a totally different context not only from that I was used to know, but also from what I expected to find. Thanks to the inspiration and precious advices of Faculty, Professors, Teachers and Professionals, I learned to appreciate teamwork, constructive confrontation, sharing ideals and objectives. Between one class and the other, I often discussed with Alexandra and Francesca on the value of dreams and on how to get involved without becoming discouraged. If you love what you do and have fun doing it, you'll always leads to better results. The commitment and dedication are just a starting point.

Francesca Marsico: My period of study at the Saint Joseph's University was my turning point; the Master Program in International Marketing Management of GEMA Business School has opened a new world to me, giving me the chance to run across my current colleagues. Andrea and Alexandra had started working on a website as freelance professionals. A few days later, during a chat between classes at the University, the idea to design something together started to emerge. That's how MindHub was born, a common ground of several personalities who have decided to work together and create something original and innovative.

MindHub unveils Consensus Project: what is it?

Consensus is certainly the project that we care more. It is a service designed originally for the public administration as a real solution to the problem of unsuccessful communication between citizens and government. Using cutting-edge digital communication, we aim to develop an ongoing relationship and trust between politicians/administrators and citizens, through the creation of digital spaces for discussion and online engagement.

Consensus main objective is to offer a tool to those who are able to listen to the citizen and to give voice to the latter making it active and involved: in this way the administrator can operate an effective communication and promotion of its work and at the same time ensuring decisions closer to citizens' needs.

Consensus is also what distinguishes us from other marketing agencies, making MindHub a development center for the community needs and for a better quality of life. That's our goal: we want to connect people and give them a boost to their productive thoughts.

Andrea Rocchi was the mind that conceived the project. Her dream is to improve the political world not with the criticism, but with the involvement that leads to change. We were all excited about that. Consensus is the conscience of the political world, an online platform that can be used to guarantee the good of people and their country.

What makes Consensus unique is the ability to create a Hub, a development center with information and geolocation systems that determine the causes and the problems of the communities. Anyone who wants to participate in the improvement not only of politics but also in the concrete discussion of their community can act in a system that allows you to follow the issues from their birth to their resolution.

Would you like to go back to GEMA to share your experience with other students of the new edition of our Master Program in International Marketing Management?

Sure! We still remember the beginning of our adventure: we really can't wait to do it! We were lucky enough to meet and share a great period of our lives. To create a project from scratch and motivating each other to insist on it was an experience out of the ordinary.

Now we are first of all a group of friends, this is our greatest achievement and what we are most proud of.

In a recent conference at Harvard, a student shouted in the middle of the silent crowd, "Get up! The sky is not the limit, it is just the beginning". Well, it represents better what we have learned from our experience as a young startup.

The road can be tortuous and success not immediate, but it's important to break down your own limits (which exist only in your head) and remain focused on the goal. Everything else will follow if accompanied by the right mix of commitment, dedication and fun.