

1998

The logo for Google in 1998, featuring the word "Google!" in its signature multi-colored font. Below the word, the letters "BETA" are written in a smaller, blue font.

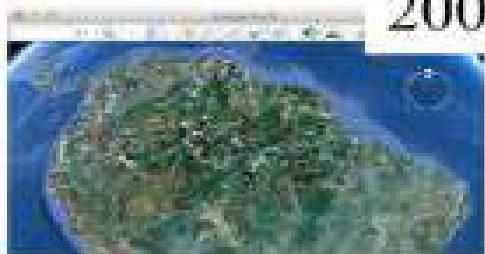
2000

The logo for Google AdWords in 2000. The word "Google" is in its signature multi-colored font, and "AdWords" is in a plain grey font below it.

2004

The logo for Gmail in 2004. The word "Gmail" is in its signature multi-colored font, with "by Google" in a smaller grey font below it. The word "BETA" is written in a smaller, blue font to the right of "Gmail".

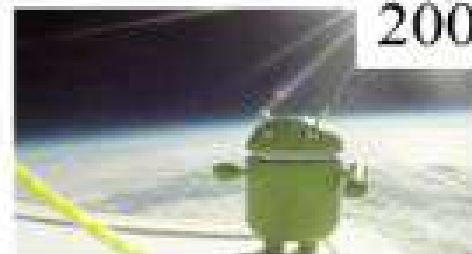
2005



2006



2007



2008

The logo for Google Chrome in 2008. It features the Chrome logo, a colorful wheel with four segments (red, yellow, green, blue), above the word "Google" in its signature font and "chrome" in a plain grey font below it.

2011

The logo for Google+ in 2011. The word "Google+" is written in a white, sans-serif font on a solid red background.

?



Google
Alphabet

GOOGLE

Q2 2017

MKT CAP 758,39 B\$

REV 32,32 B\$

EBITDA 24,63 %





APPLE

Q2 2017

MKT CAP 835,53 B\$

REV 88,29 B\$

EBITDA 33,19 %



NEW TECHNOLOGIES

The image features three toy cars constructed from colorful plastic blocks and wheels, arranged in a line on a solid orange background. The car on the left is the simplest, with a grey chassis, two yellow wheels, and a single orange block on top. The middle car is more complex, with a grey chassis, four yellow wheels, and a stack of three blocks (orange, yellow, and grey) on top. The car on the right is the most intricate, with a grey chassis, four yellow wheels, and a stack of four blocks (orange, yellow, yellow, and grey) on top. A white rectangular box is overlaid on the right side of the image, containing the number '03' in a large, white, sans-serif font.

03

**Riusciremo a sviluppare
la tecnologia che serve?**

È solo questione di tempo.

NEW TECHNOLOGIES

3D PRINTING

2007

40.000\$

2014

400\$

-100x in 7 anni



NEW TECHNOLOGIES

INDUSTRIAL ROBOTS

2008

500.000\$

2013

22.000\$

-23x in 5 anni



NEW TECHNOLOGIES

DRONES

2007 100.000\$

2013 700\$

-142x in 6 anni



NEW TECHNOLOGIES

NEUROTECH - BCI

2006

4000\$

2011

90\$

-44x in 5 anni



NEW TECHNOLOGIES

BIOTECH DNA SEQUENCING

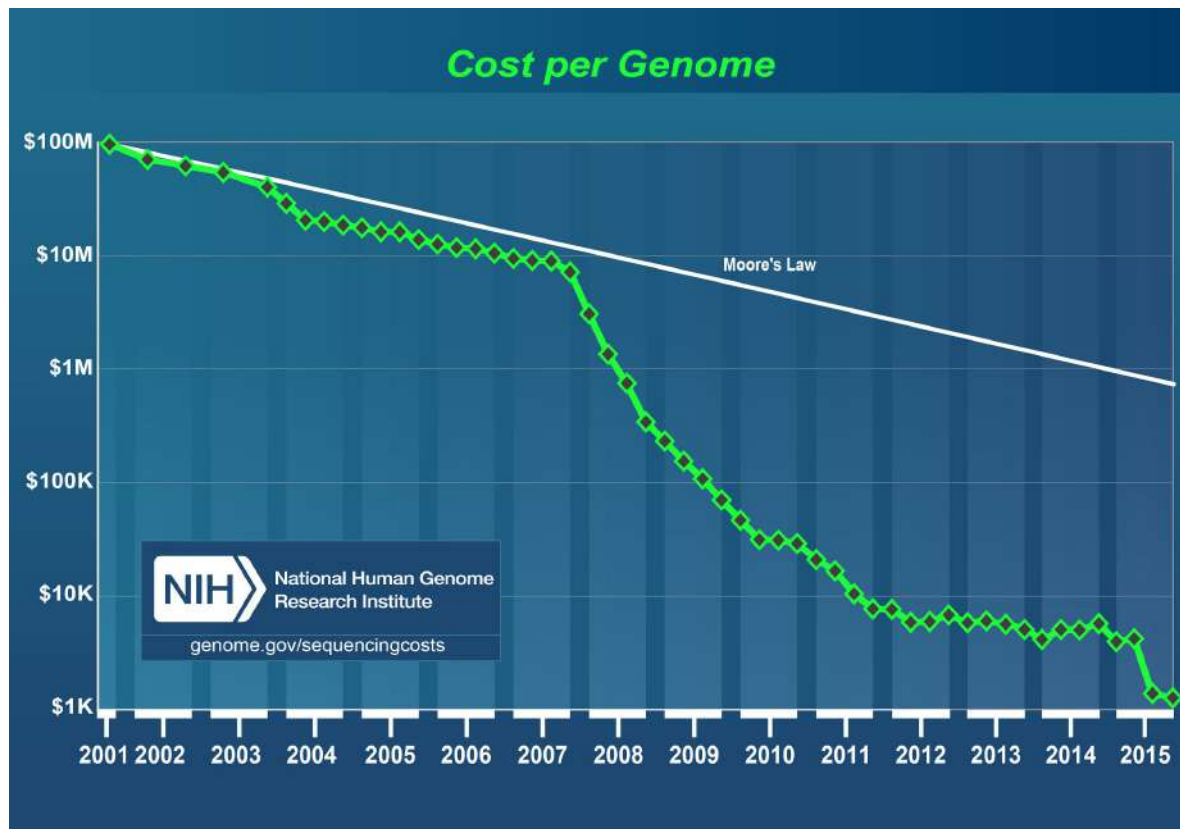
2007

10M\$

2014

1000\$

-10.000x in 5 anni



NEW TECHNOLOGIES

BITCOIN

nov. 2016

724 \$

nov. 2017

9.300 \$

13x in 1 anno



NEW TECHNOLOGIES

CROWDFUNDING

2009

0,5 M\$

2014

34,4M\$

69x in 5 anni



A craftsman with a beard and glasses, wearing a dark cap and a jacket with a 'flexoll' logo, is meticulously carving intricate geometric patterns into a wooden surface. The workshop is filled with various tools and materials, creating a warm, orange-toned atmosphere. The text is overlaid on a semi-transparent orange rectangle.

**Come facciamo tutti noi
che non ci chiamiamo
Google, Apple, GE?**



TAKE AWAY

04