



GIACOMO PRATESI

CTO OF PAPERBOX HEALTH

Methods and Tools for Start-up Development: From Problem Identification to Product-Market Fit

This seminar aims to provide a structured overview of the start-up creation process, moving beyond an idea-driven perspective. It introduces methodologies for need exploration and validation, stakeholder analysis, and problem definition. The seminar covers solution ideation, prototyping, and validation through MVPs using qualitative and quantitative metrics. Specific focus is given to Product-Market Fit, idea evaluation criteria, and pivot decision-making. Practical tools and applied case study of Paperbox Health are presented, with particular reference to high-complexity domains such as digital health.

Biography. Giacomo Pratesi is a biomedical physicist and digital health entrepreneur, co-founder of Paperbox Health, a company focused on early detection tools for learning disorders. He holds a physics degree and has worked on innovative medical diagnostic technology with the Italian National Research Council and Sapienza. His work bridges applied research, health innovation and tech-driven solutions in the digital health space.

Tuesday 20th January 16:00 - 17:00,
R1.13- Ramphal Building