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# Private Fundraising - An inspirational talk with - “OVAL MONEY”

Benedetta Arese Lucini  
Co-founder of Oval Money

docomo digital   
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# About me



Born in Milan, 33 years old, graduated in Economics at Bocconi University and received an MBA from NYU Stern School of Business, and has over 9 years of experience in the digital industry and within startups, with diverse experiences across Europe, US and South East Asia. She returns to Italy as Uber General Manager to lead the expansion in the country and today is co-founder of her own startup Oval Money, where she wants to tackle another highly regulated industry and build a product that allows everyone to access financial products, usually open to a few, by adapting these to user habits, through the use of behaviour data.

Benedetta Arese Lucini  
*OVAL Money co-founder*



A photograph of a small green plant with two leaves growing out of a clear glass bottle. The bottle is placed on a weathered wooden log. The background is a blurred natural setting. A semi-transparent green horizontal band is overlaid across the middle of the image, containing the text.

**THANK YOU**  
**[ba@ovalmoney.com](mailto:ba@ovalmoney.com)**