



INNOVATION IN PUBLISHING? ALL IT TAKES IS A COFFEE AND A STARTUP

On October 12, 2016, G2-Startups will present #ICB, a new meeting format that brings together key players in Innovation, Startups and Businesses, starting from one of the projects it has accelerated: Meetale, a digital incubator for writers.

MILAN | OCTOBER 2016. Innovation Coffee Break: all it takes is a coffee and a startup to innovate in publishing. For the very first **Innovation Coffee Break (#ICB)**, **Roberta Gilardi**, CEO of G2-Startups (g2-startups.com), a business and startup accelerator and Italia Startup partner, is holding a breakfast to talk about innovation.

Innovation Coffee Break is the new format offered by G2-Startups, a business and startup accelerator, with the objective being to bring together key players on the innovation market, by offering, each time, initiatives, projects and/or themes to discuss while enjoying a good cup of coffee.

G2-Startups offers innovative approaches, services and formats for accelerate the process using startups as the main "drivers."

This is the first in a series of events offered by the accelerator and it will take place on **October 12, 2016, from 9:30 a.m. to 11:30 a.m.** at **Copernico Milano** in via Copernico 38 in Milan.

This first event will focus on **Meetale (meetale.com)**, a digital incubator for writers and one of the startups accelerated by G2.

Begun in 2011 as a sort of YouTube dedicated to books, five years later Meetale is now telling about its evolution into a digital incubator for writers and a medium for companies that want to optimize storytelling services to help with brand awareness.

The new version of the Meetale platform will go online online on October 12, 2016, at www.meetale.com.

SAVE THE DATE

Innovation Coffee Break presents: Meetale
Wednesday, October 12, 2016
Time: 9:30 a.m. to 11:30 a.m.
Via Copernico 38, Milan

Speakers:

Roberta Gilardi, CEO of G2-startups
Fabio Biccari, CEO of Meetale
Fabio Dessole, Publisher of Arpeggio Libero
There will also be a surprise introduction.

The invitation is attached. We kindly ask that you RSVP to: info@g2-startups.com.



Press materials, logos and images are available on the [iPressLive platform](#). For interviews and additional information, please contact Paola Perfetti: paola@g2-startups.com | 349 6616964.