

Lectio Inauguralis Francesco Merloni Chair in Entrepreneurship

Entrepreneurship, Ecosystems, and Scale

6 OCTOBER 2026
6:15 – 7:45 pm
Bocconi University
Aula Franceschi
Via Sarfatti 25, Milano

Entrepreneurship begins with the vision, initiative, and determination of individuals who identify opportunities and mobilize others around them. Yet venture development depends on ecosystems of science, capital, talent, institutions, customers, and markets that can nurture innovation, support experimentation, and enable scale.

This lectio explores the relationship between entrepreneurial agency and the ecosystems in which ventures emerge and grow. Rooted in the research agenda of the Chair, it examines how ecosystems can support ventures with strong growth potential and amplify their positive impact by encouraging successful founders to share experience, credibility, and resources with others. These questions are central to the mission of the Chair, to the broader debate on entrepreneurship and innovation, and to the partnership between Fondazione Aristide Merloni and Bocconi.

Registration Required

[Registration form](#)

Kindly RSVP by Monday, 31 August.

For information
Bocconi University
Events and Protocol
eventi@unibocconi.it

Opening Remarks

Francesco Billari Rector, Bocconi University

Paolo Merloni Chairman, Fondazione Aristide Merloni; Executive Chairman, Ariston Group

Lectio Inauguralis

Andrea Fosfuri Francesco Merloni Chair in Entrepreneurship, Bocconi University

Panel Discussion

Panelists

Danila De Stefano Founder and CEO, Unobravo

Alessandro Fracassi Co-founder and CEO, Multiply Group

Andrea Guerra CEO, Prada Group

Andrea Pignataro Founder and CEO, ION Group

Chair

Silvia Candiani Vice President WW Telecommunications, Media and Gaming, Microsoft;
President, Bocconi Alumni Community

Closing Remarks

Andrea Sironi President, Bocconi University

A cocktail reception will follow.