

**NONNALIVE:
da un post virale a
3 mln di fatturato**



Chiara Nicolanti

Founder @ Nonnalive

Learnn

Cosa vedremo:

1. Personal = Customer's Need

2. Timing

3. POV

4. Customer Journey

5. Biggest Fan!

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CHI SIAMO?

**We are on online and live
cooking experience
We teach the art and love of
tradition recipes and ALL of
our teachers are
GRANDMOTHERS**

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**Hey, who
wants to
cook with
Grandma
today?**

Learnn



Chiara Nicolanti

May 2017 · 🌐



Hey! Who wants to cook with grandma today?



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NEED

bisogno personale = bisogno del mondo

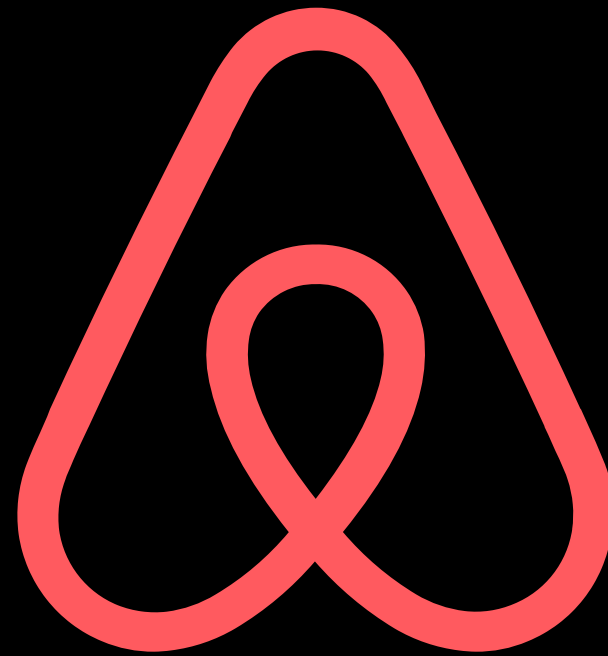
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TIMING

I found that timing accounted for success or failure more than idea, funding or business model. The world must be ready for what you are offering.

Bill Gross - IdeaLab

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**A Gennaio 2017 Airbnb
lancia le Experiences in USA.
Nel 2017 aprono a Firenze e, subito dopo, a Roma**

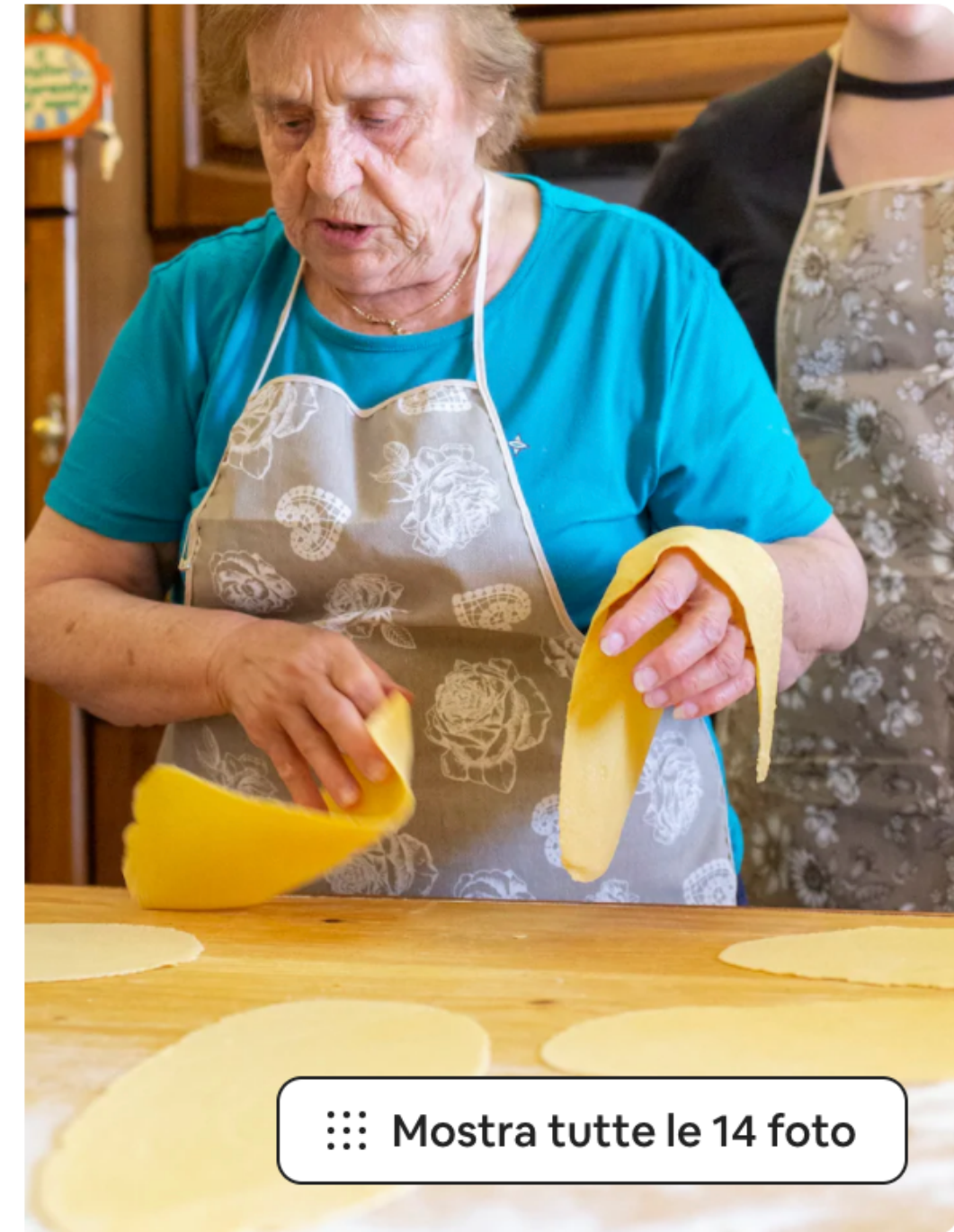
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[Roma, Italia](#) > [Cibo e bevande](#) > [Cibo](#) > [In cucina](#)

Pasta fatta a mano con nonna

★ 4.99 (3708) · [Roma, Italia](#) · Parte della [collezione In cucina di Airbnb](#)

 [Condividi](#)  [Salvato](#)





4.9/5
STARS RATE



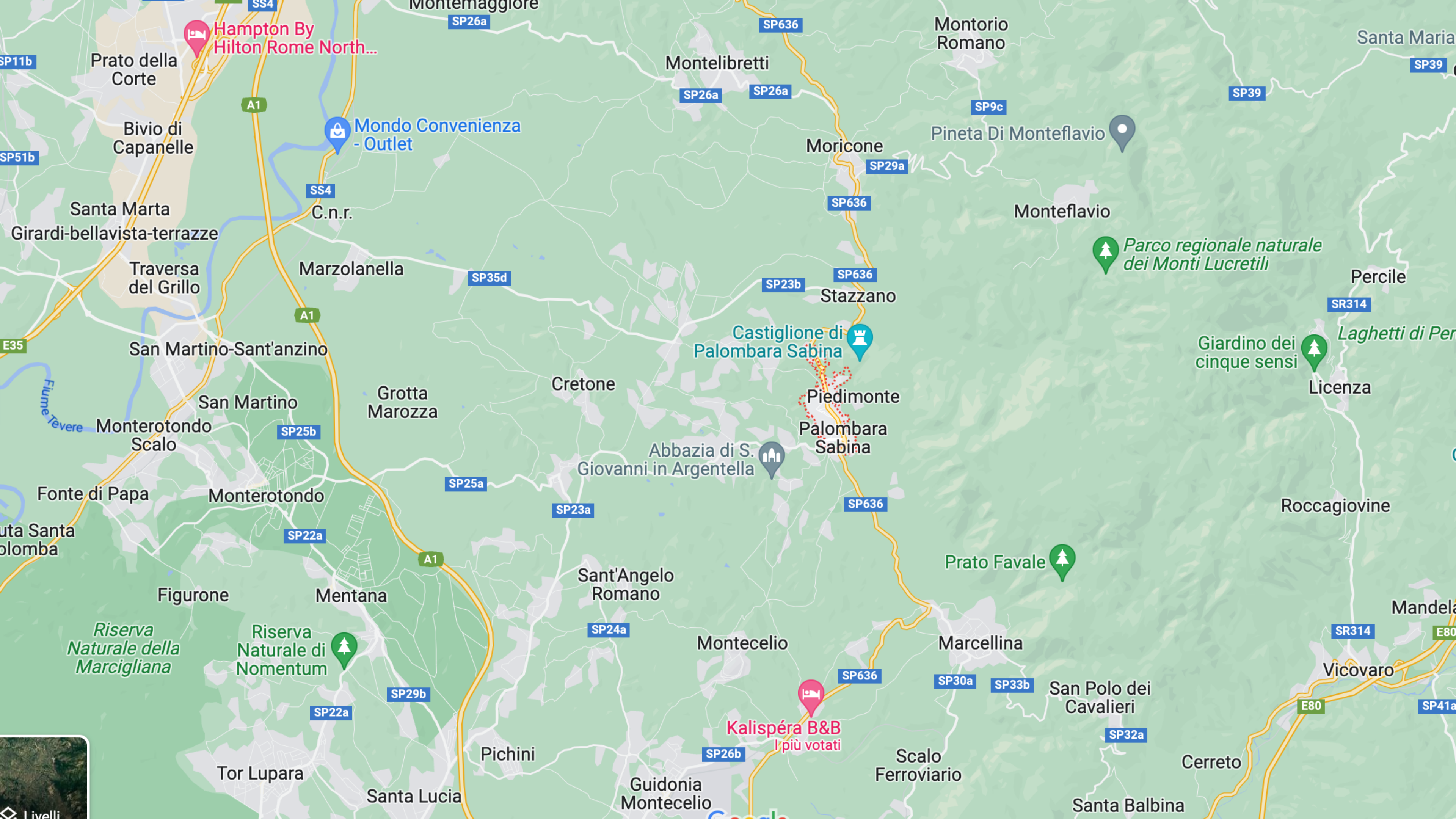
3700+
REVIEWS



+10000
CUSTOMERS IN THE FIRST
2YEARS

DISRUPTIVE:
EXPERIENCE WITHOUT B&B IN LOCO

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POV

Un paesino fuori dalle rotte turistiche, senza hotel, senza una rete in grado di accogliere i viaggiatori, senza attività commerciali nel centro del paese, con un centro storico quasi abbandonato.

Migliore

55 min

33 min

8 ore

2 h 8

—

Piana Bella Di Montelibretti, 00010 Monte

Roma, Città metropolitana di Roma Capit

Partenza adesso

Opzioni

Invia indicazioni stradali al tuo telefono

09:42—10:15

REG

09:42 da Piana Bella Di Montelibretti

ogni 15 min

Dettagli

17:42—18:21

REG

>

>

>

E433

ora Roma

The map displays a route from Piana Bella Di Montelibretti to Rome. A thick red line traces the path, starting from the top right and heading south towards the city center. The route passes through several towns including Monterotondo, Settebagni, and Tufello. A callout box near the end of the route indicates a travel time of 39 minutes. The map also shows various roads (SS1, SS2, SS3, SS4, SS5, A1, A90, A24, E35, E80) and geographical features like the Parco Naturale Regionale di Bracciano Martignano and the Riserva Naturale della Marcigliana. The destination in Rome is marked with a red dot near the Vatican area.

**Un luogo autentico, vergine al turismo, accessibile, esclusivo.
40 minuti da un grande centro turistico (Roma),
ben collegato con i mezzi pubblici.**

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COVID19

NEED + TIMING

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[book a class](#)["la famiglia" - monthly subscription](#)[private bookings](#)["nonna's gold" olive oil](#)[create account](#)[log in](#)



A homemade pasta class experience taught by Italian grandmothers LIVE from Italy to your kitchen.

[FIND A CLASS](#)

**LIVE FROM ITALY**

AS SEEN ON:

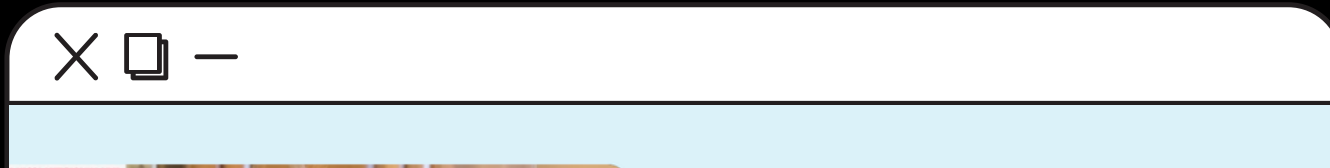


Nonnalive ha ospitato la sua prima online experience l'8 marzo 2020, la notte prima del primo lockdown in Italia.

Due settimane di silenzio.

E poi il boom.

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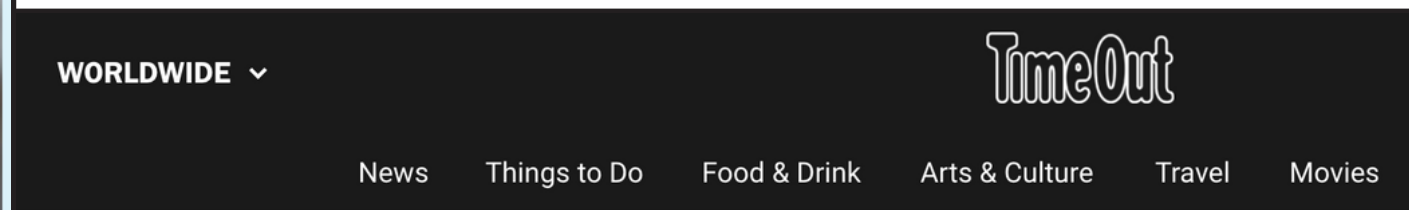
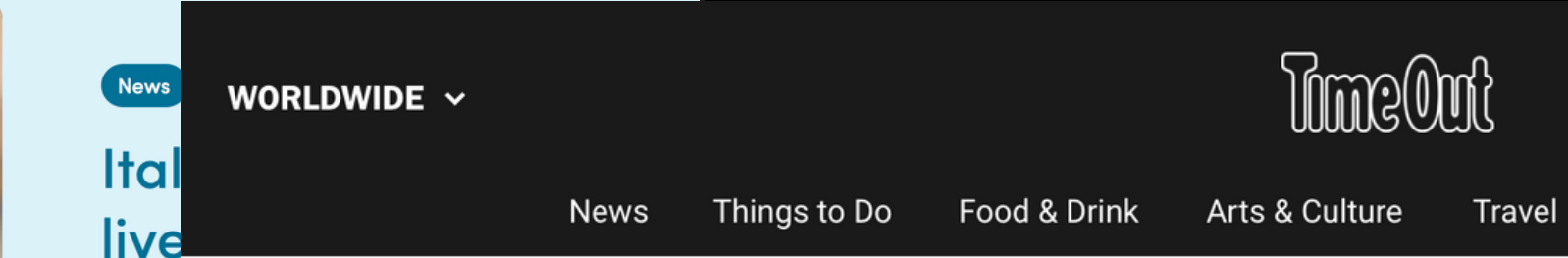
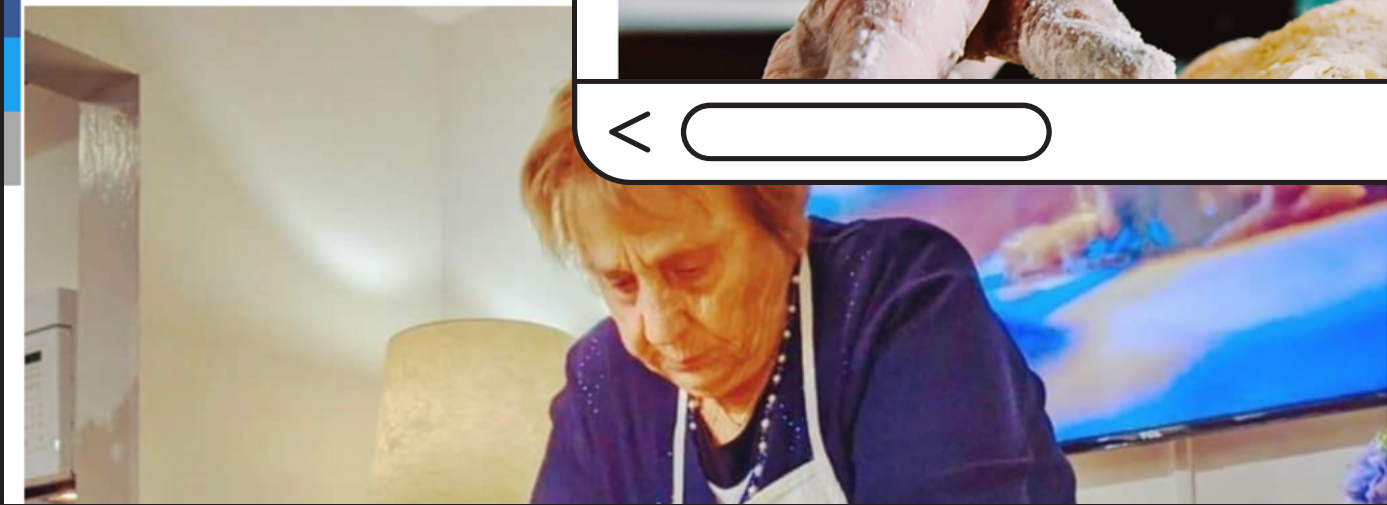


an grandma hosts live cooking lessons in quarantine
News.com



You Can Join With An Ital

JACK SADDLER - EDITOR • 25 MARCH



Virtual pasta-making with Nonna Nerina

Things to do, Classes and workshops



Cohort 14 Spotlight: Celebrating Traditional Recipes with Nonna Live

Blue Startups · Follow
7 min read · Aug 9, 2022



Risorse · Tutte le novità

coltà in ia di Nonna Live



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Host your home Host an experience

Andrea 

Places to stay Monthly stays Experiences Online Experiences **NEW**

LOCATION

Where are you going?

CHECK IN / CHECK OUT

Add dates

GUESTS

Add guests

 Search

We may be apart but we'll get through this together.

NEW



Online Experiences

Unique activities we can do together, led by a world of hosts.



Monthly stays

Make Airbnb your home, for stays of a month or longer.

NEW



Frontline stays

Find or provide accommodations for COVID-19 responders.

 Location, landmark, or address

We may be apart but we'll get through this together.

NEW



Online Experiences

Unique activities we can do together, led by a world of hosts.

Introducing Online Experiences

Now you can meet people all over the world while trying something new. Join live, interactive video sessions led by expert hosts—all without leaving home.

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4 MESI DOPO

- **Più di 400 online exp caricate sul portale**
- **Il 30% degli online hosts non ha mai offerto in person exp***
- **Il 15% degli online guests non ha mai prenotato in person exp***

***person exp: esperienza prenotata di persona**

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 ONLINE EXPERIENCE

Pasta with the Grandmas

★ 4.98 (3647) · [Palombara Sabina, Italy](#) · Part of [Airbnb Online Experiences](#)

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 [Show all 16 photos](#)



4.9/5
STARS RATE



3600+
REVIEWS



+20000
CUSTOMERS IN 2 YEARS

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Non essere un covid-business!

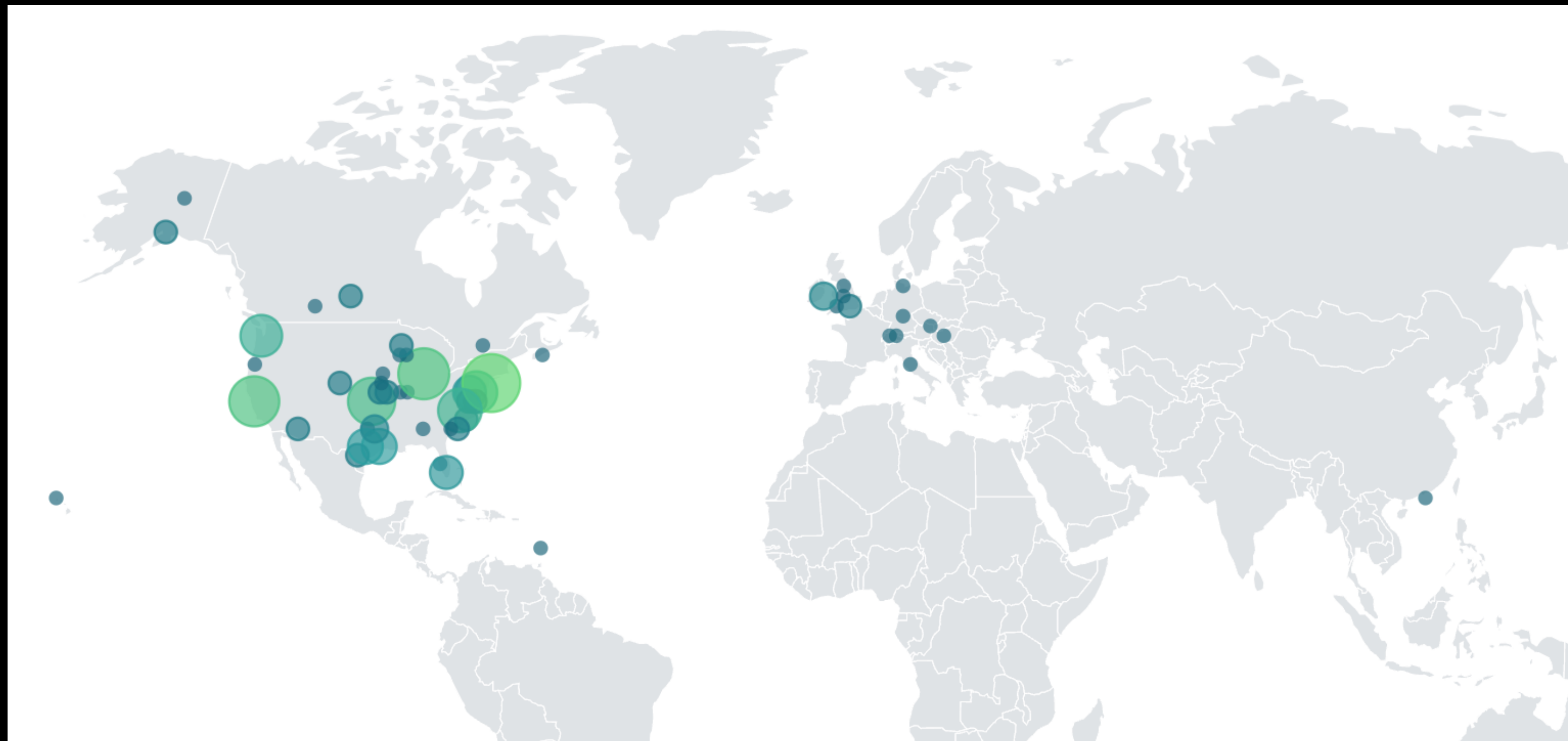
**Il covid ha avuto l'effetto “positivo” di aprire nuovi mercati,
abbattendo barriere, creando possibilità.**

**Ma cosa deve fare un business per adattarsi al mondo
post-Covid? Cosa è cambiato?**

CHI SONO I TUOI BEST CLIENT?

Come farli rimanere?

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Customer Journey



**Aumento del valore percepito
Coinvolgimento
Storytelling**

CLIENTE = BIGGEST FAN



**Riduzione o azzeramento del costo
di acquisizione dei nuovi clienti
credibilità del brand**

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RECAP:

1. Personal = Customer's Need

2. Timing

3. POV

4. Customer Journey

5. Biggest Fan!

Grazie per l'attenzione



**Chiara
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Founder #nonnalive



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